

LIFE



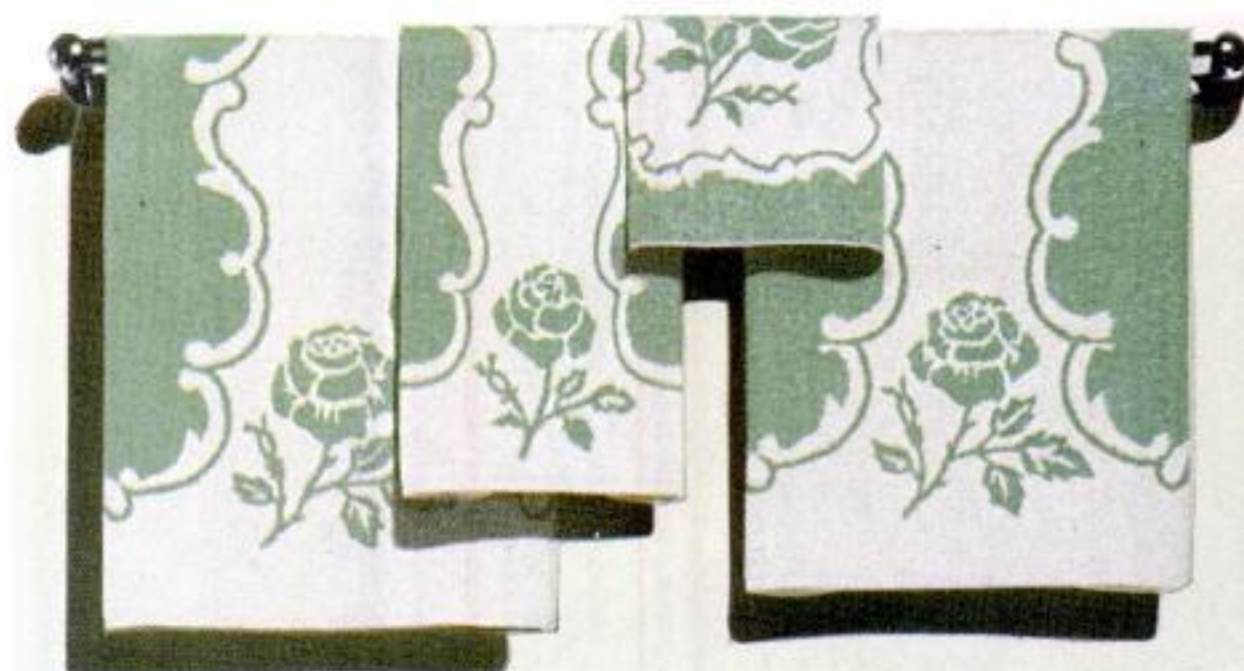
CHORUS GIRL

MARCH 18, 1940

10 CENTS

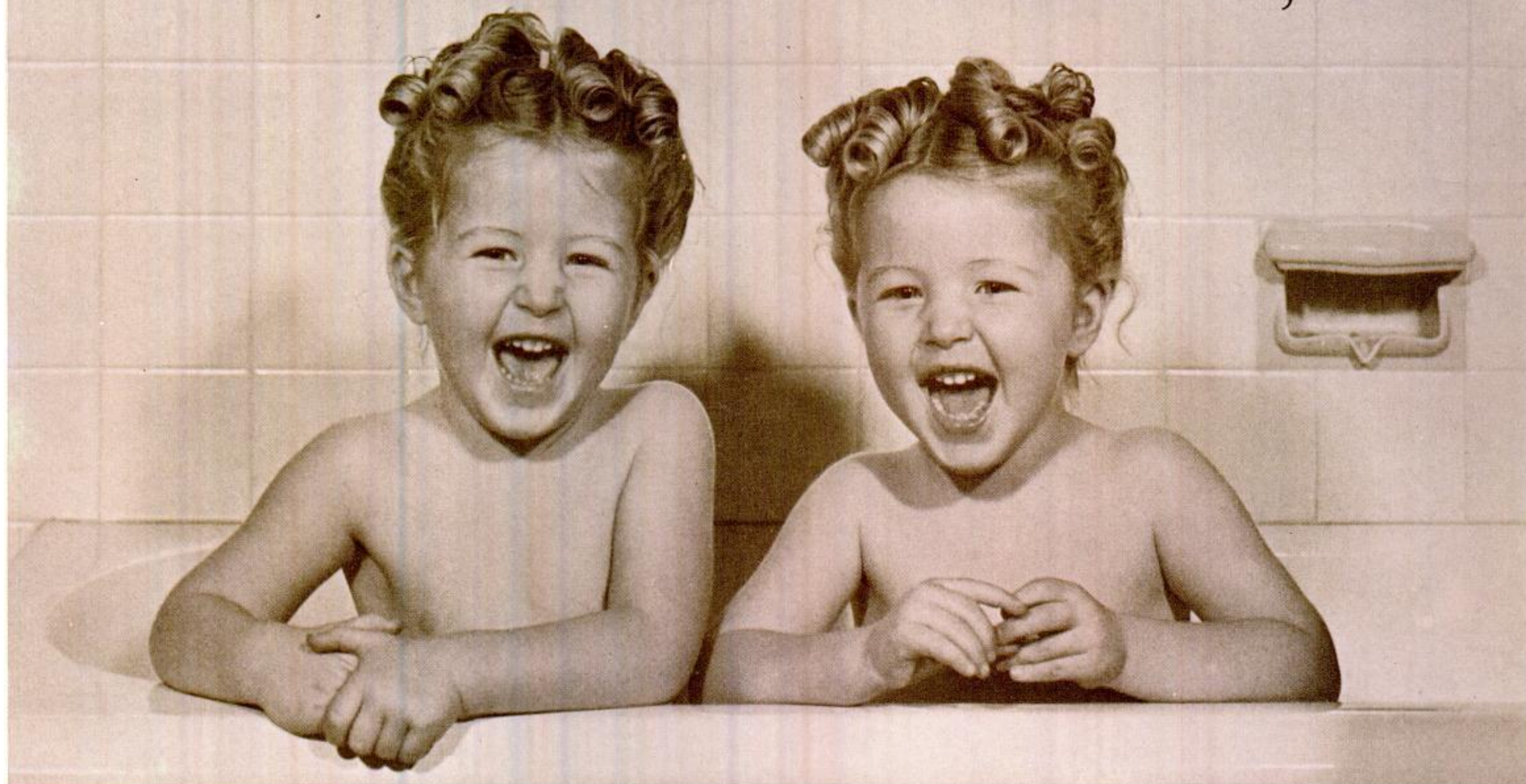


American Beauty. Textured pattern, deep-napped Americannon colors. Bath towel, about \$1.19. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$3.75. Bath mat extra.



Victorian Rose. Charming reversible, old-fashioned garden motif. Bath towel, about 69c. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$2.25. Bath mat extra.

Cannon Towels come in "matched sets," too!



Yes, you can have gay matched sets of bath towels, face towels, wash cloths and bath mats in *every* pattern of the famed Americannon series of Cannon towels. Make your own glowing combinations . . . contrasted, matched or blended . . . vary color schemes as you will! Matched sets are a nicety for individuals and a necessity for guests. Luxurious Cannon-loomed quality in every loop . . . strong, absorbent, *thrifty*! Cannon make so many towels (in the world's largest towel mills) that they can give you wider variety and better values all the way from 25c to \$2. Cannon Mills, Inc., New York.

CANNON TOWELS • CANNON SHEETS • CANNON PURE SILK HOSIERY

Cannon

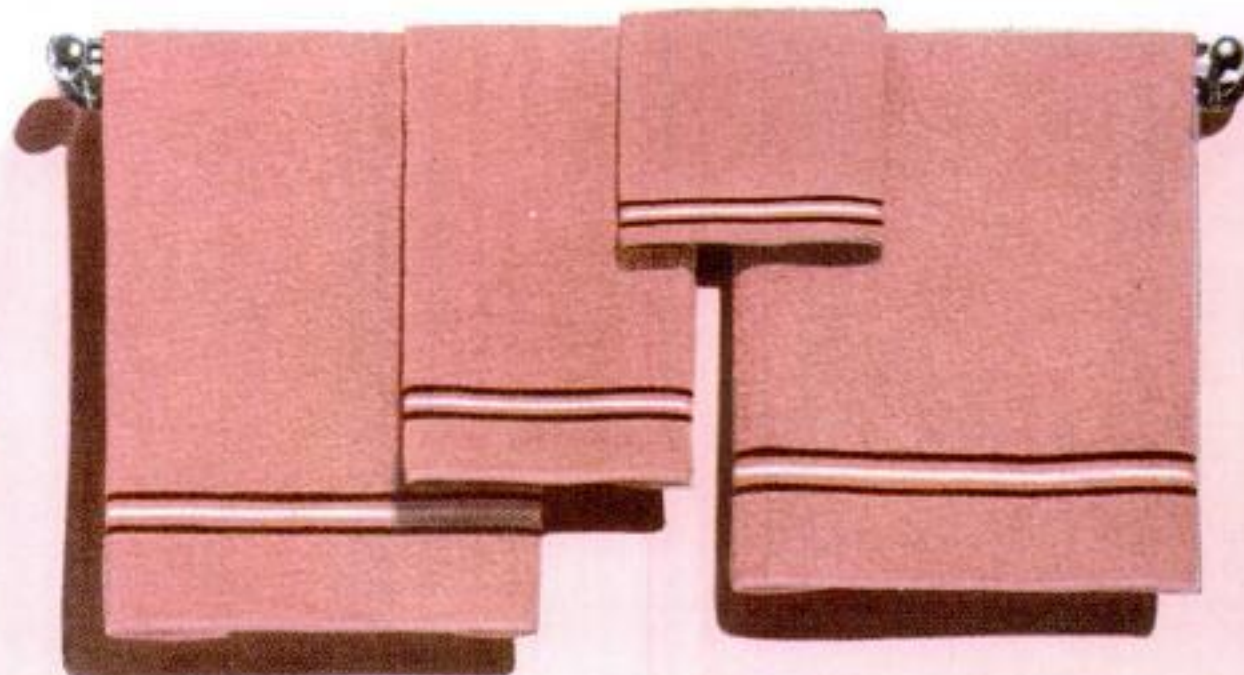
Towels



Water Lily. Textured floral pattern like this cool lily-in-a-pond. Bath towel, about 69c. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$2.25. Bath mat extra.



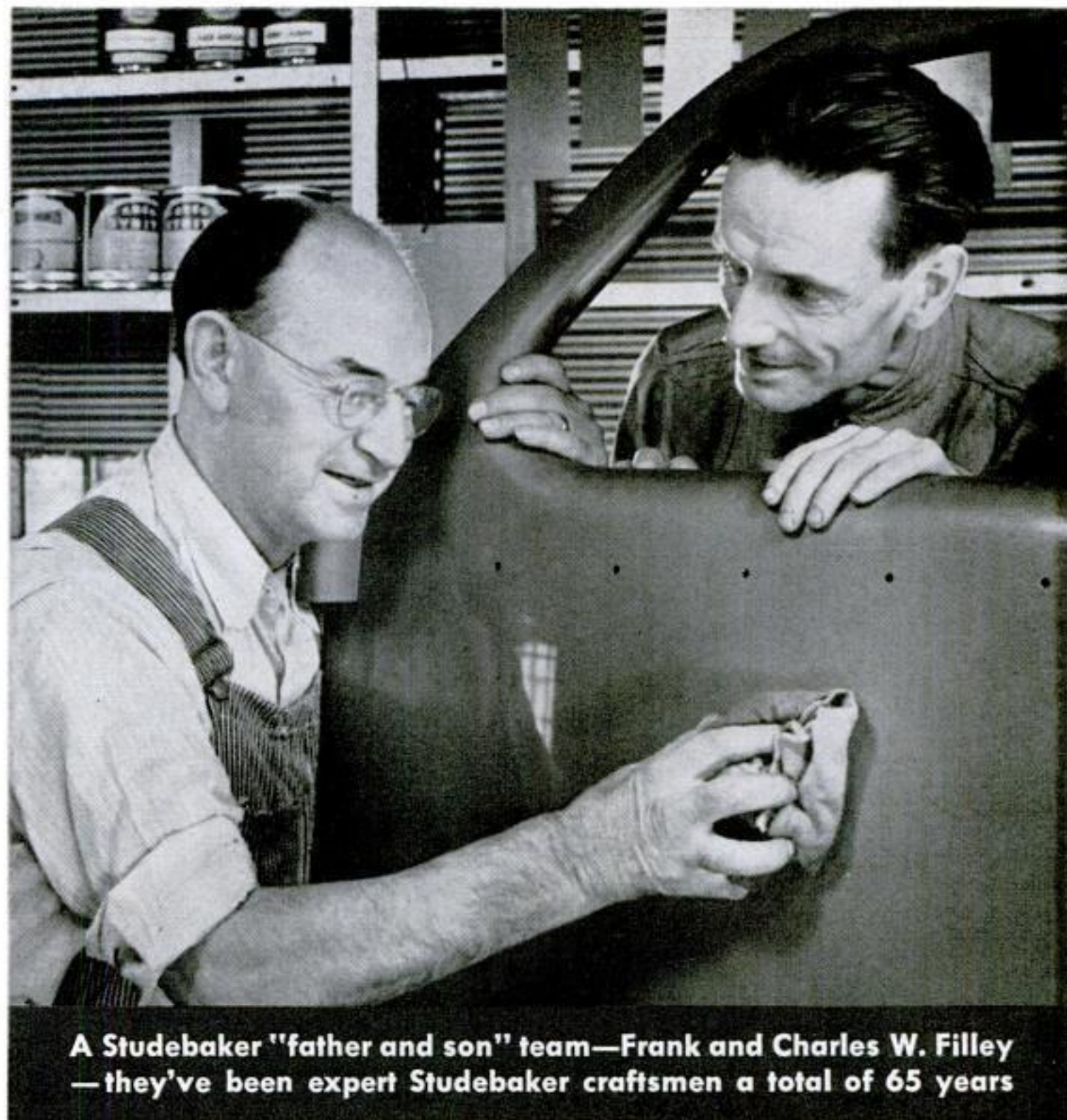
NEWS! Cannon hosiery . . . pure silk . . . full-fashioned . . . sheer and lovely. Buy it in the Handy Pack at your favorite store.



New Bermuda. Decorative borders woven in vivid, harmonizing colors. Bath towel, about 49c. 6-piece sets, including 2 bath towels, 2 face towels, 2 wash cloths, about \$1.75. Bath mat extra.



Studebaker tool-maker Marvin L. Bernhard—his grandfather and 4 granduncles preceded the Studebaker brothers as vehicle builders



A Studebaker "father and son" team—Frank and Charles W. Filley —they've been expert Studebaker craftsmen a total of 65 years



STUDEBAKER SWEEPS THE BOARDS to win America's greatest gas economy contest

First, second and third in this year's Gilmore-Yosemite Economy Sweepstakes—that's the unprecedented record of the 3 great 1940 Studebakers. With low-extra-cost overdrive on each car, the Champion averaged 29.19 miles per gallon, the Commander 24.72 miles per gallon, the President 23.40 miles per gallon. Each car's gas mileage certified by A.A.A.

They build your Studebaker to cost you less per mile

*You save on repairs and other upkeep
because these trustworthy Studebaker craftsmen
have a reputation to uphold*

YOU put yourself on Easy Street, the very first day you become the proud owner of a Studebaker Champion, Commander or President.

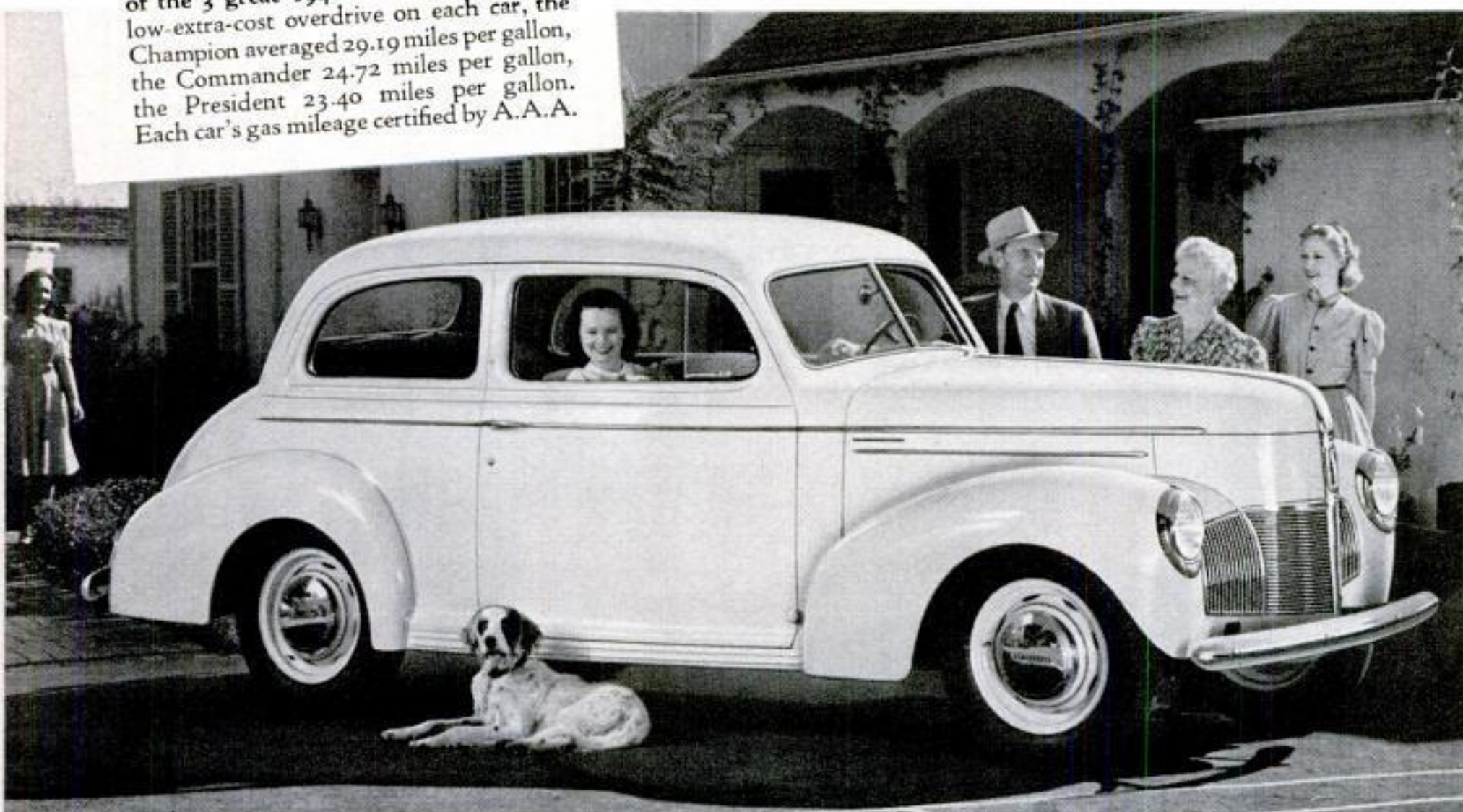
Able craftsmen, proud of the fact that they're the most expert artisans in the automobile industry, protect your motoring dollars with workmanship

that keeps your Studebaker in sound running condition many months and many miles longer than you've been accustomed to in other cars.

These 7,700 skilled mechanics at Studebaker do better work because they have years of Studebaker tradition and experience behind them. Many of them have stepped into places in the vast, modernly equipped Studebaker shops that their fathers and grandfathers once filled.

Their average age is 42. Their average term of employment at Studebaker exceeds 11 years. They're solid citizens with a stake both in the prosperity of South Bend and in Studebaker progress. There isn't a transient workman in their ranks.

All this care pays you in lower repair costs and higher trade-in value. And Studebaker's engineering and research and 800-acre, million-dollar proving ground add a further "plus" to your investment in a Studebaker.



Your car's the envy of all eyes, if it's this Studebaker Champion club sedan, \$700 delivered at factory including planar suspension, shockless steering, front-compartment hood lock, non-slam door latches and other Studebaker indispensables

PRICED ON A LEVEL WITH THE 3 OTHER
LARGE-SELLING LOWEST PRICE CARS

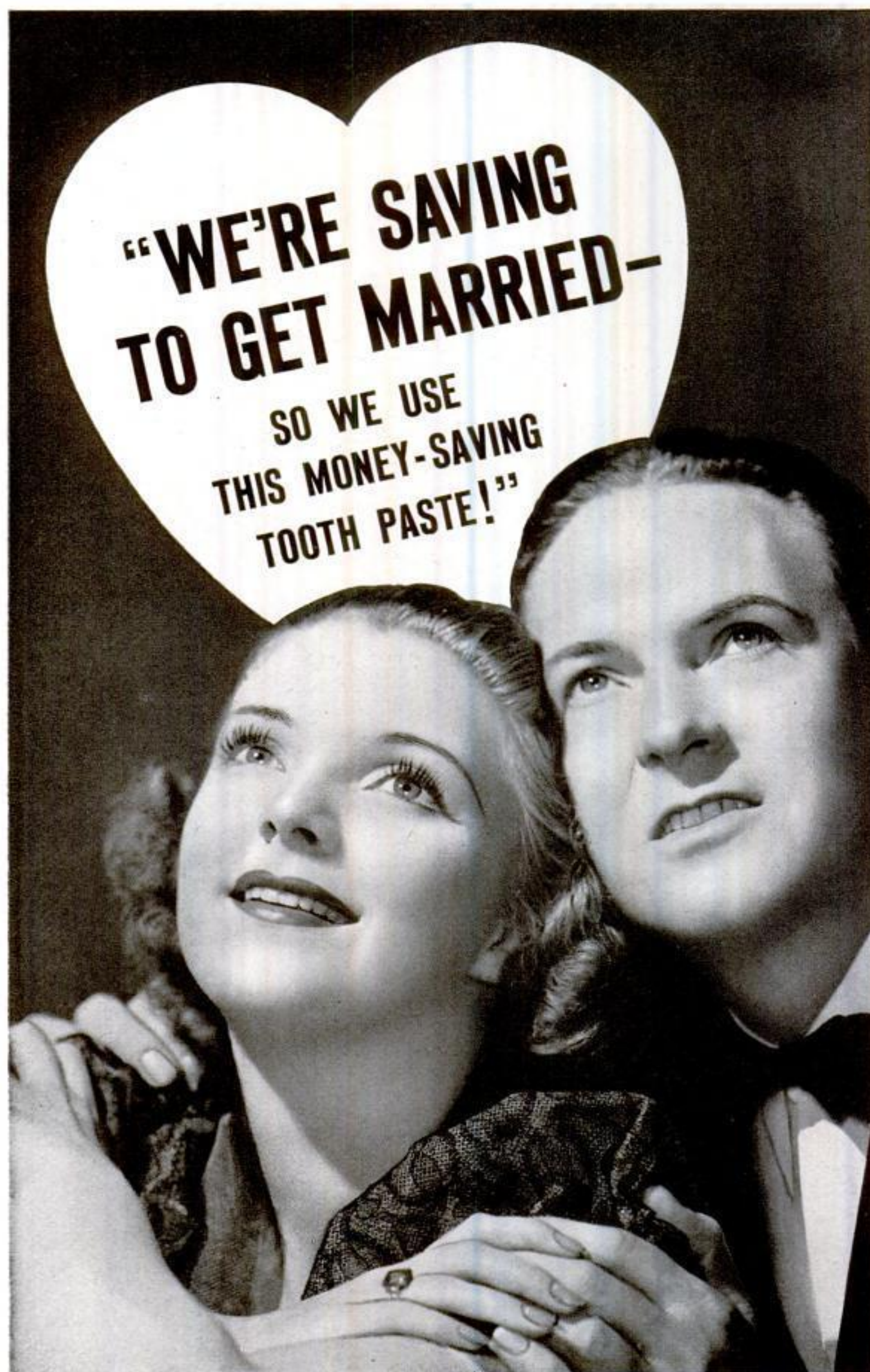
\$660

for a Studebaker
Champion coupe
delivered at fac-
tory, South Bend,
Indiana. See your
local Studebaker
dealer. Low down
payment—easy
C.I.T. terms.

This One



1E5T-FSB-59YD



"It's Really Putting the Pennies Into the Bank For Us."

"I get \$18 a week and Tom gets \$25, so when we got engaged we decided right then and there to start saving money . . . cutting corners . . . buying wisely as we could. A penny saved is a penny earned, and a young married couple needs every cent they can lay their hands on.

"So we started using the new Listerine Tooth Paste containing Luster-Foam. There's an economical dentifrice for you! . . . gives my teeth wonderful cleansing for only 14¢ a month. There's no doubt about the quality either—it's a Lambert product."

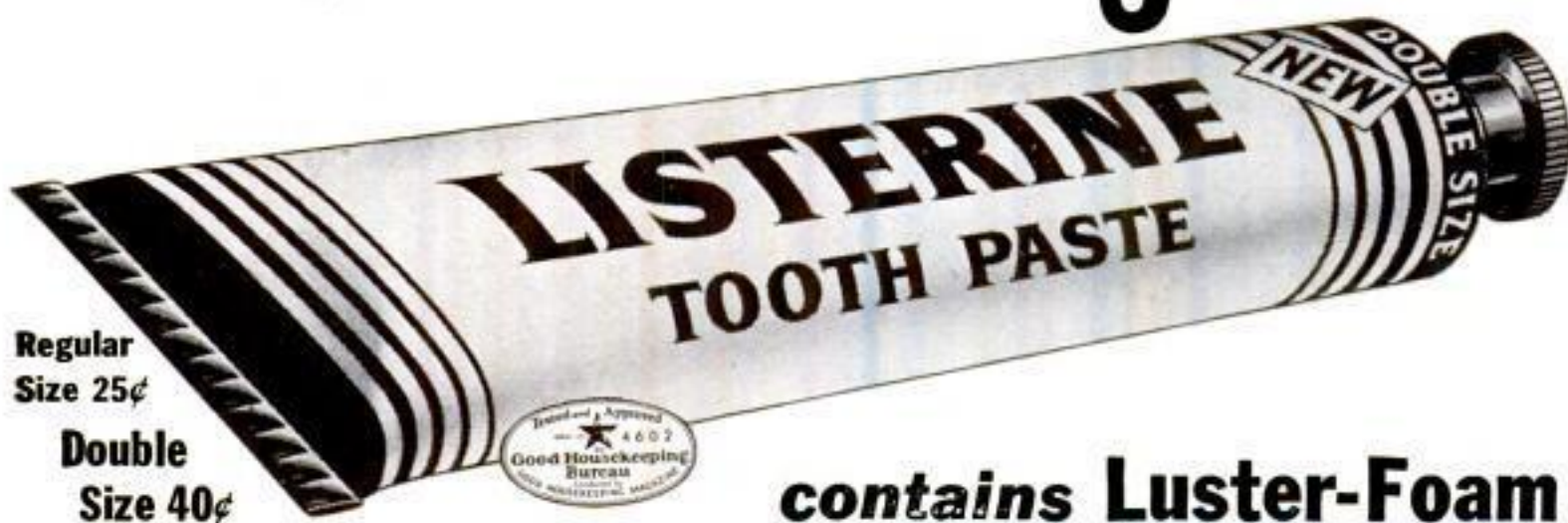
You're absolutely right, young people. The new Listerine Tooth Paste with Luster-Foam detergent is economical. The presence of Luster-Foam, that amazing new dental discovery, enables a little paste to do a lot of work.

Actually, the big tube lasts three whole months if you use $\frac{3}{4}$ of an inch of it once a day. That's less than $\frac{1}{2}$ ¢ a day, less than 14¢ a month for this safe mouth-freshening dentifrice with Luster-Foam detergent.

Why don't you, too, take advantage of the economy of this wonderful new dentifrice.

LAMBERT PHARMACAL CO., St. Louis, Mo.

The big tube that lasts 3 months!



LETTERS TO THE EDITORS

Mother Porpoise

Sirs:

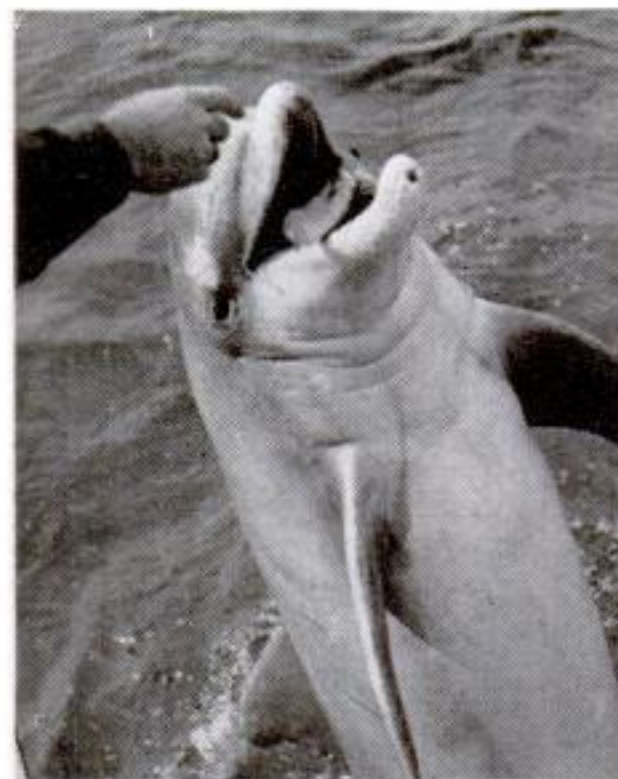
For goodness sake, let us know some more about those porpoises (LIFE, Feb. 26). What happened to the poor mother? How did she act when her baby drowned? I'll bet there are a lot of other mothers who will want to know.

MRS. E. E. HARBER
Lexington, Ky.

Sirs:

The mother porpoise you pictured this week in LIFE isn't grieving. I took some pictures of her right after the birth (see cut).

T. L. ALEXANDER
Haines City, Fla.



MOTHER IS DOING WELL

Sirs:

Why should scientists be surprised that the baby emerged tail first? They know, certainly, that porpoises are mammals and must come to the surface to breathe. We know now that it takes approximately two hours for a mother porpoise to deliver her baby. If the baby emerged from the mother head first, few babies, if any, could survive the two-hour delivery ordeal without coming up to the surface for air. As long as the baby's head is in the mother's body, breathing continues along the lines provided by nature.

ROY LeBOURGEOIS
New Orleans, La.

Sirs:

I believe that normally the baby would be born head first. Mrs. Porpoise could then swim to the surface and be ready to expose the baby to the air that it apparently must have.

I think the tail presentation was abnormal and would be as difficult as a hand or foot presentation to the human mother. That is the reason, I think, that the baby porpoise was stillborn.

RETA L. MOULD
Regina, Saskatchewan, Canada

● All known mammals are normally born head first. Because this is the first porpoise birth that scientists ever saw, they do not know whether the porpoise is an exception to the general rule or not. In any case the baby would not drown, whether born head first or tail first, because it is fed oxygen by way of the placenta until the cord is severed at completion of birth. This case may well have been an upside-down birth, which, as Reader Mould says, might account for the baby's being stillborn.—ED.

Sirs:

Remarkable is your caption on the porpoise pictures, wherein you describe the "dorsal fins" in the process of delivery.

Ichthyologists recognize between 60 and 70 species of porpoise but none with two dorsal fins. What you so inaptly

(continued on p. 4)



WEBSTER

the after-dinner favorite

There's a note of distinction about Webster cigars that gives a man a feeling of self-assurance in any company. Even mixed gatherings do not disturb him . . . for women sense Webster's delicate aroma as approvingly as discriminating cigar-smokers recognize the

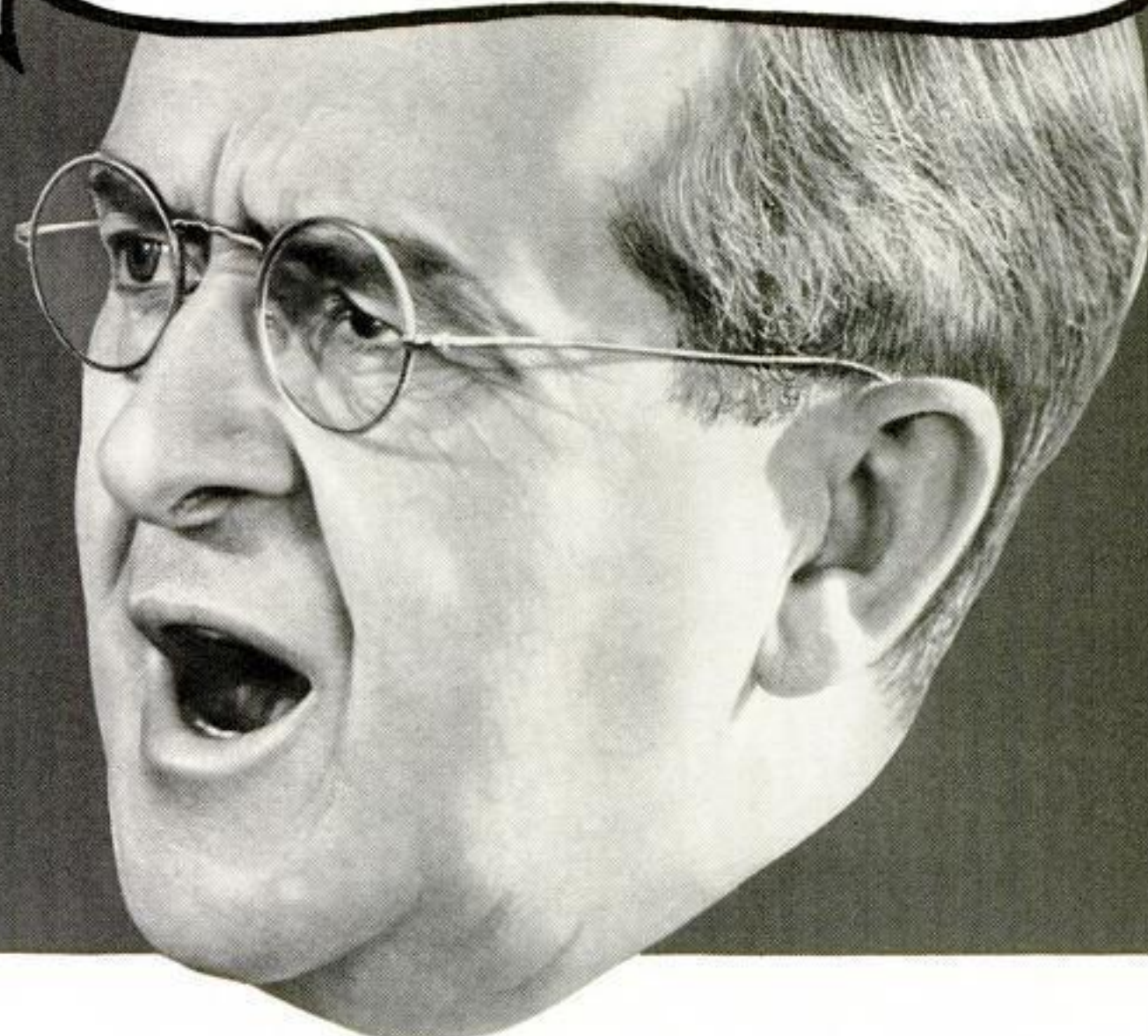
Streamlined Elegance of its modern shape and exquisite mildness and flavor. Custom-craftsmanship and choice age-mellowed long-Havana filler combine to make this new-day cigar a reigning favorite.

WEBSTER
CUSTOM-MADE CIGARS
FANCY TALES 15¢
(after-dinner)
Golden Wedding10c
Perfecto Chico10c
Queens2 for 25c

First in the Social Register

YES, BUT A **BLOW-OUT**
JERKS THE STEERING WHEEL
RIGHT OUT OF YOUR HANDS..

I STILL SAY **SKIDS**
ARE MUCH WORSE!....
WHEN YOUR CAR STARTS
TO SPIN YOU CAN'T TELL
WHERE YOU'LL LAND...



Why Argue? New Goodrich Tire Protects Against ***BOTH*** Skids and Blow-outs

READING TIME: 1 MINUTE 7 SECONDS

Here's an argument you can't win. Because when figures prove that thousands are killed or injured every year by skids and blow-outs, you need to watch out for *both*! You need a tire that gives you not just "half-way" protection, but safety all the way through—in tread and carcass. And that's why you need the full-time protection of the new Goodrich Safety Silvertown—the only tire in the world with Life-Saver Tread skid protection and Golden Ply blow-out protection.



★ ★ ★ ★

Ever see a tire sweep wet roads dry? Well that's just what the Silvertown Life-Saver Tread does. As its never-ending spiral bars roll over the wet road, they act like a whole battery of windshield wipers—sweep the water right and left from under the tire—actually leave a track so dry you can light a match on it. Thus it's easy to see why you get the quickest non-skid stops you've ever had—why you have a new feeling of security on wet, slippery roads.



Yes, the Life-Saver Tread gives you the greatest skid protection ever offered. But *inside* every Silvertown is another great invention just as vital to your driving safety—the new improved Golden Ply. This exclusive Goodrich feature resists the terrific internal tire heat that causes so many of today's high-speed blow-outs—provides you with scientific protection against these blow-outs.

Don't take chances on skids or blow-outs. See your nearest Goodrich Dealer or Goodrich Silvertown Store about putting the life-saving protection of Silvertowns on your car now.

★ ★ ★ ★

What's your license number? Drive into your nearest Goodrich Dealer or Goodrich Silvertown Store and ask them to get you a miniature reproduction of your own new 1940 license plate on a key chain. It's handy, good-looking and made of brass with rounded corners. No obligation. Only 10 cents to cover cost of handling.



The new Goodrich SAFETY Silvertown

PLAN TO SEE JIMMIE LYNCH'S DEATH DODGERS AT THE GOODRICH ARENA . . . N. Y. WORLD'S FAIR



DID YOU KNOW that many children, and grown-ups, too, need more iron than they get in ordinary diets? Iron helps make good red blood for pep and vitality. Bosco in milk helps correct this iron deficiency. Bosco's chocolate flavor makes children drink more milk. Economical, too!

IRON: Relative available amounts in
SPINACH —
RAISINS —
BOSCO —

Easy to mix. Bosco is a concentrated liquid. Stir one teaspoonful of chocolate-flavored Bosco into a cup of whole milk (hot or cold) and it's ready.



Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he is supplied. Bosco Co., 180 Madison Avenue, N. Y. C.

LETTERS TO THE EDITORS (continued)

describe as the dorsal fins are in reality pectoral fins.

DR. JOSEPH ROSENFELD
Youngstown, Ohio

● Dr. Rosenfeld is right.—ED.

Gargantua's Pal

Sirs:

Probably no one read your recent article on Gargantua (LIFE, Feb. 26) with more interest than we did here in the Philadelphia Zoo.

One of our two big gorillas, Massa, was the companion of Gargantua for many years. He, too, was brought to America by Captain Phillips and was raised by Mrs. Lintz. Fortunately, however, he was spared such vindictive vandalism as the acid bath which dis-



MASSA

figured Gargantua's face. With the thought in mind that your readers might like to see what a normal mountain gorilla's face looks like, we are enclosing a very recent picture of Massa (see cut). Unlike Gargantua, Massa is a rather even-tempered individual and seldom shows signs of meanness or surliness.

ROGER CONANT, Curator
Philadelphia Zoological Garden
Philadelphia, Pa.

Blankets for Gargantua

Sirs:

... According to his trainer, Gargantua uses up two blankets every day. At bedtime he is given two cheap cotton ones, which must have bright borders or they are rejected by the gorilla. He carefully spreads one on the floor ... and then, lying down, pulls the other over him.

When morning comes, Gargantua proceeds to tear both blankets to shreds and throw the pieces at his amazingly patient keeper.

H. S. HERENDEEN

Miami, Fla.

Pope's Skullcap

Sirs:

The MARCH OF TIME films and your pictures and write-up (LIFE, Feb. 26) are very good. However, I had to smile at your stating Pope Pius XII is nervously plucking at his skullcap (*zucchetto*).

When the name of Jesus is mentioned, all Catholics take off their hats or bow their heads. Undoubtedly, Pope Pius XII mentioned Jesus's name each time he raised his *zucchetto*.

HOWARD J. GRIFFIN
Philadelphia, Pa.

● Since these pictures were taken during an informal talk, not at a religious service, it is unlikely that the Pope would remove his cap at the word Jesus. Instead, he would merely bow his head.—ED.

White House Rats

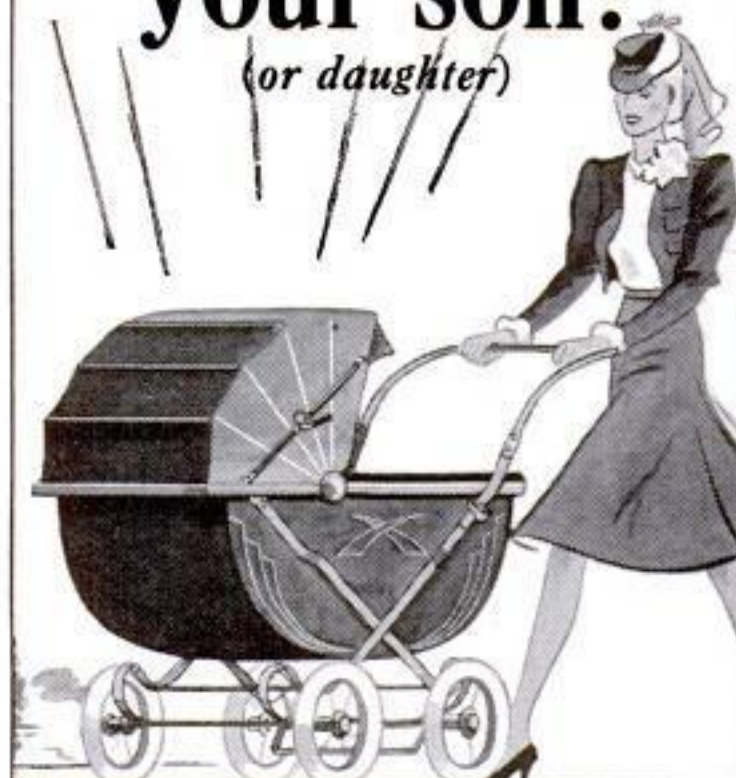
Sirs:

The amusing comments in your letters column (LIFE, Feb. 26), anent Mrs. Roosevelt's battle with rats in the White

(continued on p. 6)

Something new under your son!

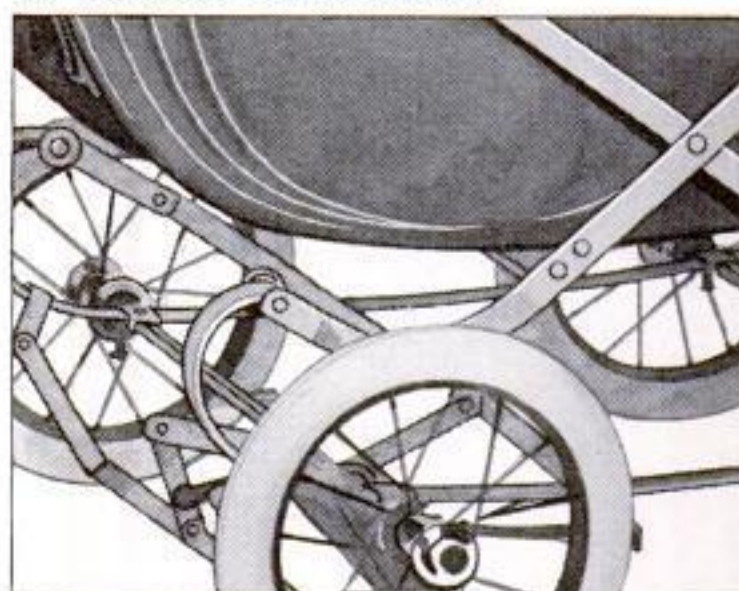
(or daughter)



On Your Mark, get set, go... In but 10 seconds the newest thing in baby carriages unfolds before your very eyes. The Thayer Convertible Coach adds a new high in convenience.



No More "Hallway blockades"... The luxurious Thayer Convertible folds and fits neatly into a space 15 inches in width... tucks into the back of your car with plenty of room to spare.



What a Chassis! Tempered spring steel construction makes possible the latest equivalent to "Riding on Air"... Ball bearing tangent spoke wheels firmly mounted on extra-heavy square steel axles... Tires are oversize semi-pneumatics, too.

What we cannot illustrate is the measure of comfort, security and satisfaction this new carriage offers for only \$39.95.* Every last quality of a Thayer Convertible Coach is assured, not only by our own 365-day guarantee... but also by the Acceptance of the Parents Magazine Consumer Service. Guaranteed by Good Housekeeping as Advertised Therein. See this remarkable improvement at better department, furniture, and specialty stores everywhere. Thayer Company, Gardner, Massachusetts.

*Slightly higher in Rocky Mountain and Pacific Coast States.

Thayer

CHILDREN'S VEHICLES

OVER HALF A MILLION 1940 CHEVROLETS SOLD TO DATE

**CHEVROLET'S
FIRST AGAIN IN SALES**
because
**CHEVROLET'S
FIRST AGAIN IN VALUE**

**Eye It..
Try It..
Buy It!**

\$659

**MASTER 85
BUSINESS COUPE**

Other models slightly higher

All models priced at Flint, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

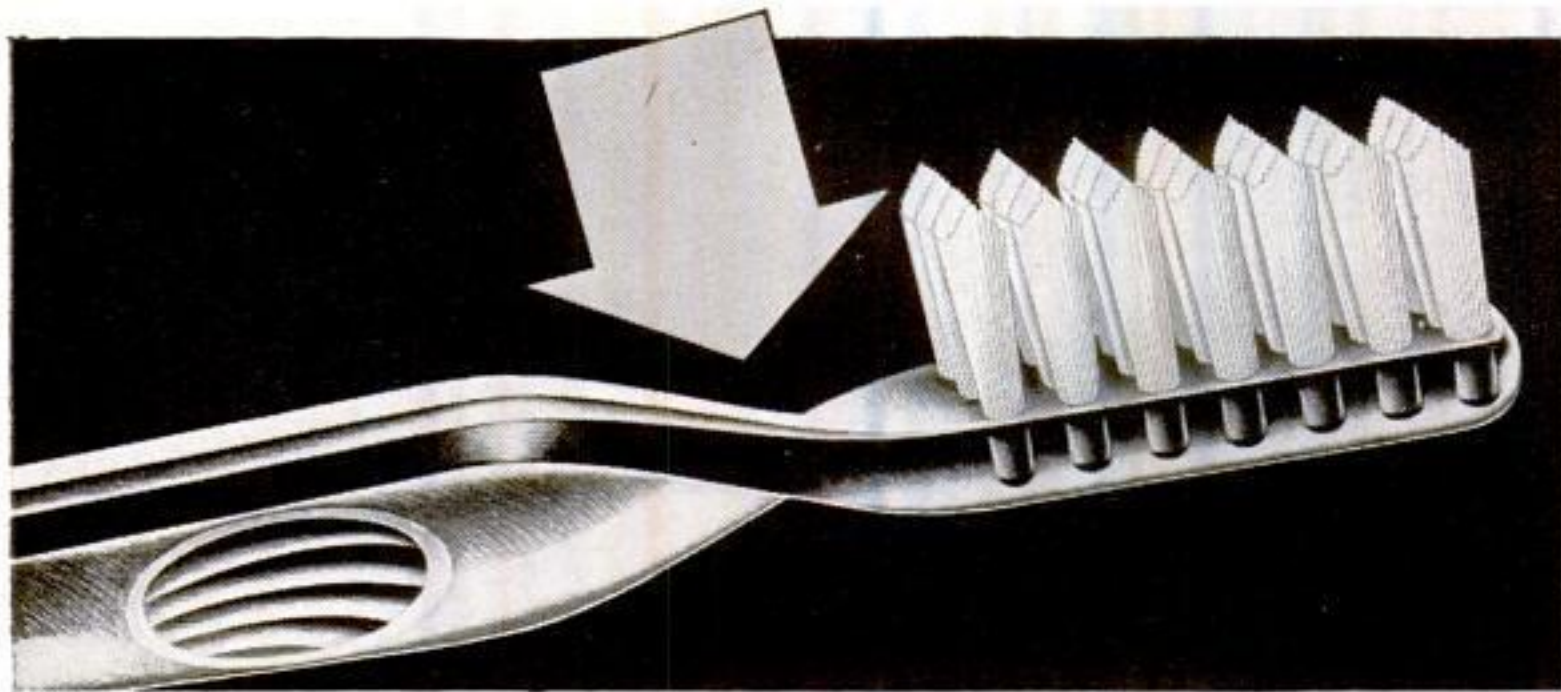
**CHEVROLET MOTOR DIVISION
General Motors Sales Corporation
DETROIT, MICHIGAN**



***Every 25 seconds
of every day,
Somebody buys
a new Chevrolet!***

THIS TINY TWIST

in the Handle of the D. D. Tooth Brush



GIVES AMAZING EASE

in Cleaning Teeth, Massaging Gums Correctly!



IMAGINE! One simple twist in the handle of your tooth brush can radically improve the care you give your teeth. Yes, that simple twist is a revolutionary improvement...exclusive with the new D. D. tooth brush.

When you see the new D.D. tooth brush—when you grip it—you'll see the importance of that remarkable twist. It not only makes it easier to clean your teeth but you clean them more efficiently. And, at the same time, you massage your gums—give them the healthful stimulation they need to help keep them firm.

The new D. D. is not just another tooth brush—it was actually designed with the help of over 1,000 dentists. They gave us their ideas—told us how, in their opinion,

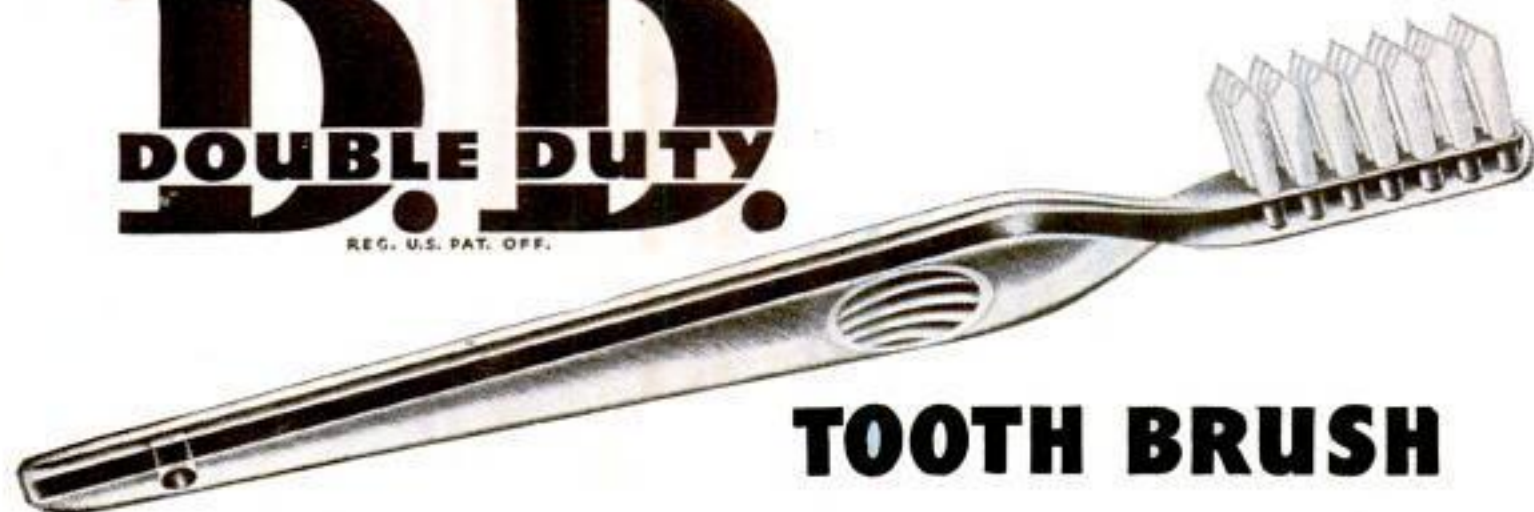
a tooth brush should be made. And when we perfected the D. D.—showed it to members of the dental profession—it met with immediate approval. Many dentists recommend it to their patients as a help in the proper care of teeth and gums.

For Modern Care of Teeth and Gums!

The minute you try the new D.D. tooth brush, you'll know why it has won such acclaim from the dental profession—why it helps clean your teeth more easily—more efficiently.

Get a D. D. tooth brush from your druggist today. Let this modern tooth brush help you to have cleaner teeth, healthier gums, a brighter smile!

D.D.
DOUBLE DUTY
REG. U.S. PAT. OFF.



TOOTH BRUSH

DESIGNED WITH THE AID OF OVER 1,000 DENTISTS

LETTERS TO THE EDITORS

(continued)

House kitchens, remind me of a story familiar since my earliest childhood.

When my mother was a girl in Washington, President Johnson was in the Executive Mansion and my grandfather was an Assistant Postmaster General. As part of that inner circle, Mother and her younger brother were in the same dancing class with the President's grandchildren and went to the White House for various parties. At an especially large costume party, a rollicking game of tag took them all stumbling and exploring behind the scenes and through the "lower regions."

My grandmother, a meticulous housekeeper, used to say she'd never forget the expressions on her children's faces, when, on coming home, their eyes big with horror, they exclaimed together,—"And, Mama, it—was— all— dark and— dirty— and— there— were— RATS— everywhere!"

ALICE BURNSIDE PARET
DORSEY

Baltimore, Md.

President's Trip

Sirs:

On page 22, in your issue of Feb. 26, you show a picture of President Roosevelt captioned: "Roosevelt on the Tuscaloosa."

This is a picture of the President aboard the destroyer *Lang* as it was leaving the dock at this station. President Roosevelt then transferred to the *Tuscaloosa* in mid-stream.

E. J. SLIWINSKI
G. H. CALDERWOOD
J. L. SPRINKLE

U. S. Naval Air Station
Pensacola, Fla.

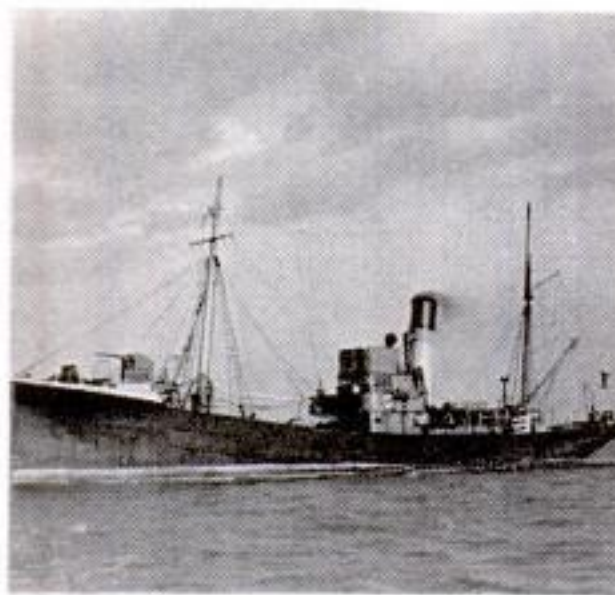
● Mr. Roosevelt is aboard the *Lang*.
—ED.

"Benvolio" Sunk

Sirs:

The trawler H. M. T. *Benvolio* pictured in the minesweeping story in LIFE, Jan. 8, has just been reported sunk by a mine explosion.

Skipper Sam Aldred's body was brought ashore. Ten lives are feared lost but are reported "missing." Five



H.M.T. "BENVOLIO"

men were rescued and three bodies were brought ashore. The survivors identified by our pictures are Chief Engineer Peter Clark, and Albert Smith, now Second Engineer. Clark says: "I was in the engine room when there was a terrific explosion. The engine room filled with steam and water, and the ship stood at a 45° angle. I scrambled on deck and got into a lifebelt. I swam for the emergency raft, fortunately adrift, and got on it—four others made it."

BILL VANDIVERT

London, England

● LIFE Photographer Vandivert spent two days at sea on the *Benvolio* last December getting the pictures used in the Jan. 8 issue.—ED.

Car-hops

Sirs:

Do I possess an extraordinary well-developed olfactory sense that I perceive rising from the story of the Houston car-hops (LIFE, Feb. 26) a very



You pay no premium
on this
"HEALTH INSURANCE"

We're talking about modern "insulated" windows—"health insurance"—for the modern home!

Introduced eight years ago, the CURTIS SILENTITE "INSULATED" WINDOW is America's fastest-selling modern window because it's a better value. It doesn't stick, jam or rattle; in fact, it's "trouble-free."

There's another big difference between SILENTITE WINDOWS and those our mothers used to fret with. SILENTITE gives rooms light, air and beauty. It doesn't leak—it keeps heat inside and prevents drafts with exclusive patented features.

NEW WINDOWS FOR OLD HOMES

If you aren't satisfied with the windows in your present home, see your Curtis Dealer. He will show you how to add new windows in bays, dormers, corners or where you really need them. You'll find the low cost surprising.

"INSULATED" WINDOWS HELP PAY FOR THEMSELVES

For the many worthwhile features SILENTITE gives you, you pay no more. In fact, you pay less in time. Owners have found that SILENTITE WINDOWS actually save as much as 25% of their fuel bill!

Whether you're building or remodeling, get the "health insurance" and the other advantages that SILENTITE WINDOWS offer. They are made in both casement and double-hung models. Just mail the coupon for our new SILENTITE book.

If you live in Canada, write to Edwards Curtis Limited, 991 Somerset Street West, Ottawa, Ontario, Canada.



CURTIS COMPANIES SERVICE BUREAU
400 Curtis Building, Clinton, Iowa
Please tell me about SILENTITE WINDOWS.

Name _____
Address _____
City _____ State _____

CURTIS WOODWORK IS SOLD BY
RELIABLE DEALERS EVERYWHERE

(continued on p. 8)

ELGIN BRINGS TO YOU

*Amazing new
assurance of
accuracy!*

Illustrated: Newest Lord Elgin, distinctively cased in 10% iridium platinum. 21 jewels. No. 1319. \$200.00.

THE OBSERVATORY CERTIFICATE HAS BEEN AWARDED TO EACH OF THESE SMART, FINELY ADJUSTED WATCHES FOR TIMEKEEPING EXCELLENCE PROVED IN A GREAT OBSERVATORY

ELGIN, AND ELGIN ALONE, offers you this remarkable new assurance of accuracy. Every Lord and Lady Elgin now bears the coveted Observatory Certificate, awarded only for superlative timekeeping performance proved right in a great astronomical observatory. Every watch is equipped with two exclusive new ELGIN features—an Elginium hairspring* and a Beryl-X balance. Both are rustproof, non-magnetic, unaffected by temperature or climatic changes.

These newest ELGINS display a dramatic styling, too. Leading American designers have created them in precious metals for you who know and appreciate lovely things. And each watch is the product of ELGIN'S fourth-generation partnership of craftsmen and scientists. See the Lord Elgins from \$50.00 and Lady Elgins from \$47.50 at your jeweler's now.

★ **ELGIN** ★

CHOICE OF DISTINGUISHED AMERICAN FAMILIES
FOR SPORT . . . FOR BUSINESS . . . FOR DRESS

*Patents No. 1,974,095 and 2,072,489

Copr. 1940 by Elgin National Watch Company

Lord Elgin

21 JEWELS

Lady Elgin

19 JEWELS



Lady Elgin

14K gold filled with
matching bracelet.
19 jewels. No. 2959.
\$50.00



Lady Elgin

Classic simplicity in
solid 14K gold.
19 jewels. No. 3905.
\$55.00



Lord Elgin

Smart square shape.
14K gold filled.
21 jewels. No. 3525.
\$55.00



Lord Elgin

Handsomely stream-
lined. 14K gold filled.
21 jewels. No. 3528.
\$55.00

Glamour Legs by Mojud



NOW... IN SPRINGTIME

● Now, WHEN there's no longer the cold to consider, and your public takes his chin out of his coat collar and begins to look around again—now is the time to recheck your chic, to make sure you're ready from head to foot for the Eyes of March. Assure yourself of leg loveliness with MOJUD. You can depend upon these lovely hose, for every pair is made with loving care to give you *extra beauty, extra glamour, extra wear. And extra style-rightness, too, for Mojud's Hollywood-inspired Screenlite Shades were created to click with your newest costume colors!*

MOJUD
the dependable
HOSIERY

Preferred by millions of women...
Sold by over 6,000 stores,
coast to coast. 79¢ to \$1.35.

● TRADE MARKS REGISTERED. COPYRIGHT 1940, MOCK, JUDSON, VOEHRINGER CO. OF N.Y., INC.

LETTERS TO THE EDITORS (continued)

bad odor indeed? Clever Mrs. Sivils pays her girls nothing for the use of their artfully displayed charms and their obvious willingness to work—and they pay \$37 for their uniforms!

Honest-to-Goshen, I wouldn't say a word if it were not that, being salary-less, these girls must rely on the tips given them by Mrs. Sivils' customers. Clever, clever Mrs. Sivils!

DOROTHY MARTIN
Elmhurst, N. Y.

Sirs:

Your article on Sivils' was good, but don't overlook the uproar Houston was in for a month last summer over these and other car-hops.

June 1 last, a delegation of church women and union officials began an "anti-scanty" campaign and laid the matter before the Council, but the City Fathers, who had an eye for pulchritude themselves, refused to poke their heads into the fire. The controversy spread and Universal Newsreel's Jimmy Lederer did his bit for agitation by grinding innumerable pictures while the girls involved in the row paraded and performed before his camera.

What happened to the "anti-scanty" campaign? It died unnoticed in the din of America's most car-hop conscious city's approval of the shorts, grass skirts and other brief costumes its drive-in-stand girls choose to wear, in their desire to please a public that has an eye for beauty with its beer.

J. M. B. MALSCH
Houston, Tex.

Multiple Calves

Sirs:

On page 26 of the February 19 issue of LIFE occurs the following statement: "Multiple calves are usually hermaphrodites." I must disagree.

When twin or triplet calves are of the same sex, they can be expected to develop normally. When they are of mixed sex, heifers are as a rule sterile, although the bulls are not. A heifer that was twinned with a bull is called a freemartin.

JOHN M. FRENCH
Boston, Mass.

● When twin or triplet calves are developing, the fetal envelopes usually grow together and the blood streams mingle. Hence, if calves are of the same sex, they develop normally. If they are of opposite sex, however, some male hormones are carried through the common blood stream to the female, causing her to be sterile. Usually the males develop normally.—ED.

Mistaken Identity

Sirs:

LIFE'S coverage of the A.Y.C. riot-age in Washington was colorful as usual, correct as usual except in spots. One such incorrect if colorful spot was your captioning of a lounging Youth-er as "a Daily Worker reporter."

No youth at all and no reporter for anybody is 24-year-old William C. ("The Senator") Gausmann—long-familiar front for unrecognized and frowned on American Student Union agitators on the campus of George Washington University—where radicals have long been noisy but ineffectual.

FRANK FORD BURNET
Washington, D.C.

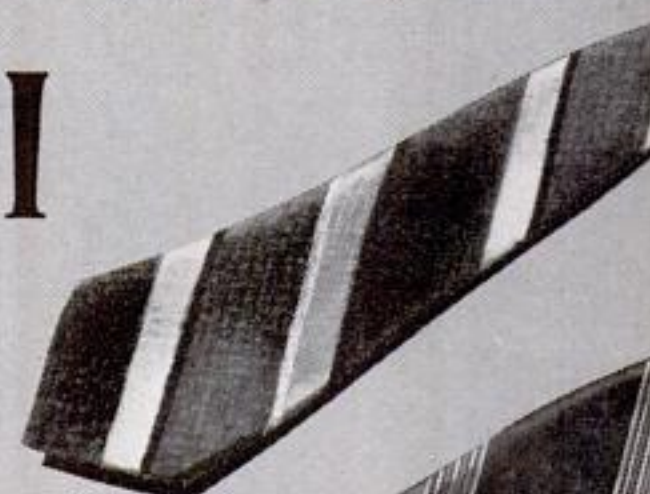
● The lounging Youth-er is William Gausmann. No reporter for the *Daily Worker*, he is a graduate student of history at George Washington University and an employee of the Government Printing Office. He went to the Congress as representative of the Printing Office C. I. O. union.—ED.

Cohama
Cravats

**FASHION-FIRSTS
IN NECKWEAR**

Cohama Cravats offer every new fabric and pattern in neckwear at the time when they're most important to you and your wardrobe. The six for Spring and Summer are:

\$I



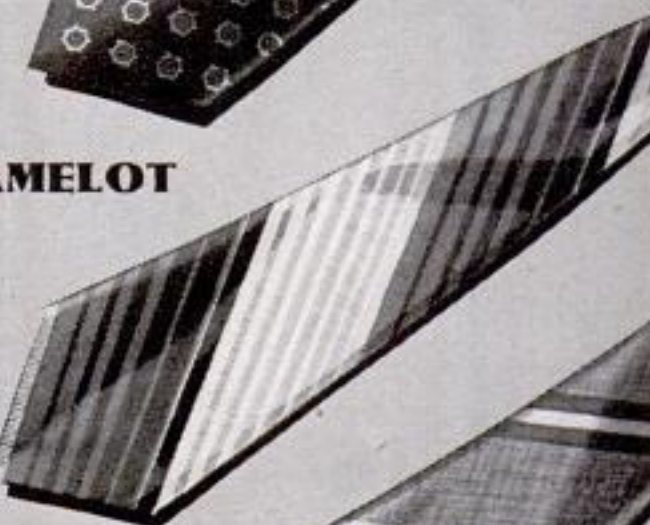
BRIAR



RANGOON



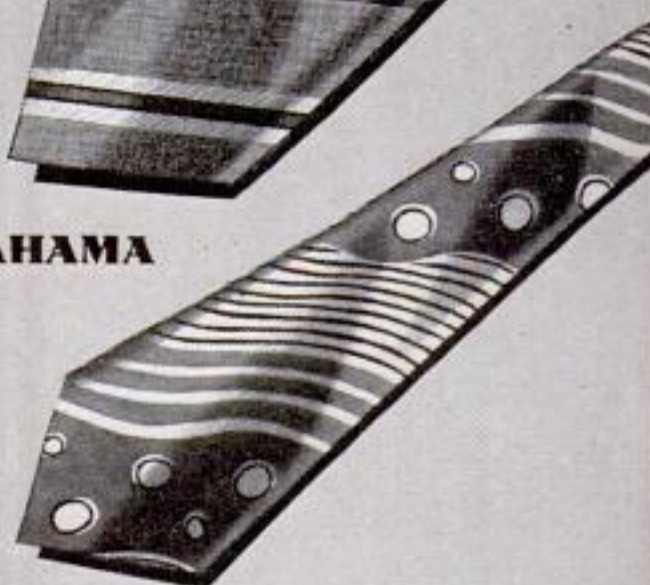
CAMELOT



GAMESTER



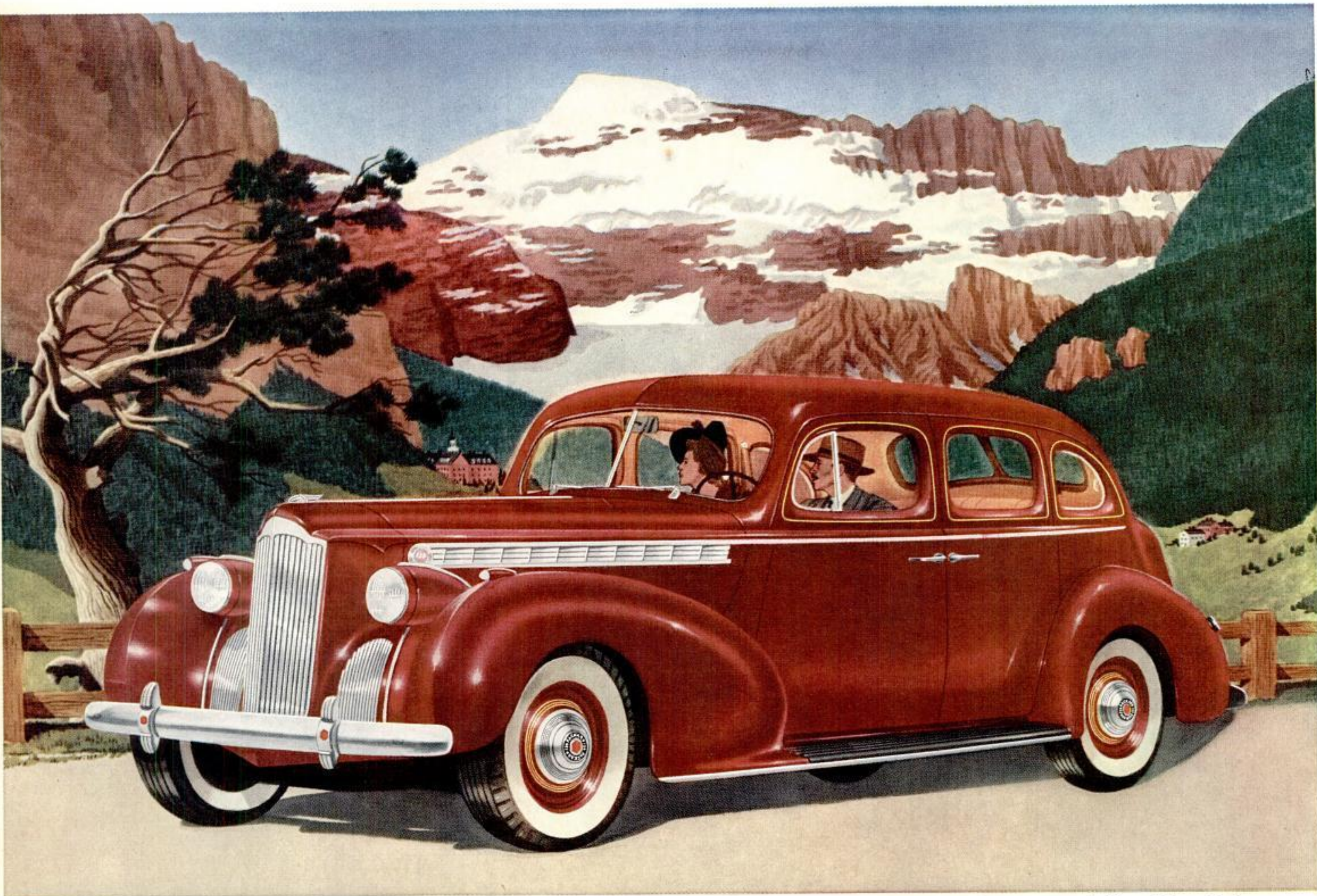
BAHAMA



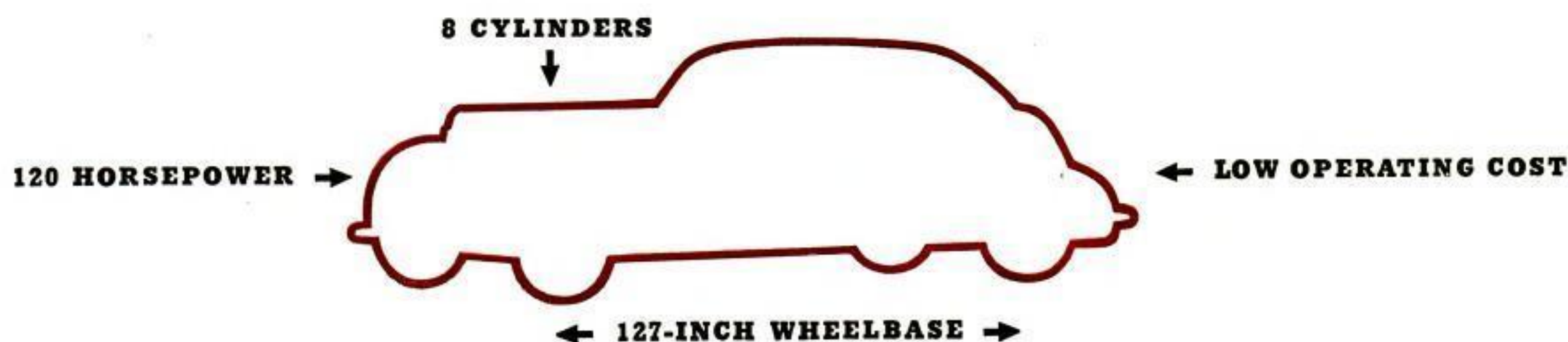
SEMINOLE

Look for the Cohama label...and remember if it's a Cohama, it's correct! At All Better Men's and Department Stores... \$1

Cohama Cravats, 1412 B'way, New York



Illustrated: Packard One-Twenty Touring Sedan, \$1161* (white sidewall tires extra)



Standing or running, the PACKARD 120 is the standout eight!

FIVE YEARS AGO, this smart car was launched—and became an overnight sensation.

Every year since, its family of loyal owners has become larger and more enthusiastic. One-Twenty enthusiasts refuse to even *talk* about any other car—regardless of price! They'll make out-and-out spectacles of themselves in describing its smart and stunning looks, its flashing breakaway performance, the luxurious ride-on-air quality which its extra length provides.

Mention Packard 120 upkeep costs, and they'll start cheering again! Gasoline mileage figures make the pleasantest of reading, and oil consumption—hardly worth mentioning!

If your One-Twenty owner has had his car long enough for any of the commoner service operations—he will tell you that One-Twenty service charges compare favorably with those of *much smaller and cheaper cars*.

But don't take an owner's word for all this! Don't even take *ours*!

Instead, borrow one of these pulse-quicken- ing new Packard One-Twenty's from your dealer. Try for yourself its surging pick-up from a standing start . . . its singing rush through space as it hugs the highway . . . the docile manner in which it takes direction when traffic thickens.

Do these things, then compare it, on a dol-

lar-for-dollar basis, with *any other eight* 1940 has to offer. Then you will know exactly why this great Packard One-Twenty is going great guns . . . and why *you* ought to own one.

ASK THE MAN WHO OWNS ONE

PACKARD 120

\$1038

AND UP. Packard 110, \$867 and up. Packard 120, \$1038 and up. Packard Super-8 160, \$1524 and up. Packard Custom Super-8 180, \$2228 to \$6300. *All prices delivered in Detroit, State taxes extra.

“Guess I’ll stick
to the Red horse”



Every day, over 1½ million motorists stop at the Sign of the Flying Red Horse for Mobilgas and Mobiloil. That's because *both* give *all* good gasoline and oil qualities in *full* measure!

LIKE THE GIRL in the picture, you want *smooth* performance when you ride...*smooth*, lively getaway; *smooth*, flashing power; long, *smooth*, money-saving mileage!

Get all this at the “Red Horse” Sign—fill up with smooth-firing Mobilgas!

For Mobilgas is high in anti-knock properties. Every drop is made to atomize quickly, burn cleanly. You get full, *even* power in every cylinder—all the brilliant “Balanced Performance” built into your modern motor!

Next time your gauge reads “low”—look for that famous Mobilgas Sign. You’ll like “Balanced Performance”:

1. Quick starts despite cool engine.
2. Fast warm-up—rapid acceleration.
3. Freedom from vapor-lock—no stalls.
4. Minimum crankcase oil dilution.
5. High anti-knock properties.
6. Cleanliness—freedom from gum.
7. Full, smooth power under all conditions.
8. Long mileage—economical operation.

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AND AFFILIATES
Magnolia Petroleum Co.—General Petroleum Corp. of Calif.

**DESIGNED
TO FIT and MATCH YOUR
Automobile
EXACTLY**



**A Genuine
Motorola
Costs No More
than Ordinary Car Radio**

Millions of motorists will tell you that Motorola is America's Finest Car Radio. They'll also tell you that when it plays it sings. Sings sweetly with the rich full tone of a fine musical instrument. Yet the better all round satisfaction you get from Motorola can be yours at a cost surprisingly low

**Your Dealer Can Get
and Install A Genuine
Motorola Radio
With Automatic Push-Button Tuning**

If you want the latest improvements in auto radio . . . performance that rivals the best in home radio reception . . . if you want more dollar for dollar value in your car radio, you'll *insist* on—not merely ask for, a genuine Motorola.

**Why Motorola
is America's Finest Auto Radio**

It gives you peak performance under conditions that cramp the style of ordinary radios . . . it reproduces music with rich faithful clearness. You'll get far distant stations with no trouble at all. Everything you want in radio performance you get in generous, *extra* measure in Motorola.

**WRITE FOR ILLUSTRATED
FREE BOOKLET**

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GALVIN MFG. CORPORATION
4527 Augusta Blvd. Chicago

Motorola Radio
AMERICA'S FINEST
FOR YOUR CAR AND HOME

**FROM LIFE'S
CORRESPONDENTS**

Soldiers of the Forest

Helsinki, Finland

A typical Finnish soldier is lean, wiry and clean. He gets leave when he can be spared—which is not very often in the war. Then he goes home or to the city and gets drunk, stays so until the last fumes have left him after his return to duty. (In war areas, all intoxicants are forbidden and the Finns drink a most unpalatable de-alcoholized beer. They also drink a native non-alcoholic beer that looks and tastes like tannic acid.) This drinking is a most natural escape, considering the Finnish soldier has been virtually unrelieved since the war started.

The soldiers who fight in the patrols are the daredevils of this war. For the most part, these patrols are made up of Finnish volunteers. Strangely enough, there are men who ask for



CARL MYDANS

this service and have been doing it daily and nightly since the war's beginning. A patrol numbers anywhere from five or eight to about 20. Most active is the smaller group.

The patrol moves Indian file through the forest with a leader at its head. Each man on skis uses two ski sticks and in danger zones he may carry both sticks in one hand and his rifle ready in the other. Dressed in all-white and carrying rifle or sub-machine gun or Luger or Finnish automatic pistols, they each have concentrated rations and a canteen of schnapps. Above all, each man carries a compass—bought years ago, studied and prized.

Most important in this war is the fact that every Finnish soldier has been trained as an individual soldier in his forest. When separated, each can set his own course, live in the cold under hardship, forage for food and find his way back to his line. Stories of the Finnish patrols have been hair-raisers. American Indian style, these patrols, Finnish and Russian, have met in the forest and fought it out.

CARL MYDANS

Spring in the Balkans

Bucharest, Rumania

King Sol's forces have challenged Winter's reign over the Balkans. Between flashes of snow, Bucharest's pretty girls are promenading with their boys. This week's most popular movies are Ginger Rogers in *Bachelor Mother*, *The Women* and *Hunchback of Notre Dame*. "Booms-a-Daisy" is most popular in cabarets all over the Balkans, having pushed out the Lambeth Walk. In the provinces they cling to the popular Balkan dance *Hora*, danced to gypsy music.

(continued on p. 12)

THE POWERFUL KATRINKA

—by Fontaine Fox



"I TOLD YOU THOSE DAILY CATHARTICS WOULD GET YOU DOWN! WHAT YOU NEED IS MORE **BULK** IN YOUR DIET! WHY NOT EAT **KELLOGG'S ALL-BRAN** FOR BREAKFAST EVERY DAY AND JOIN THE 'REGULARS'!"



BREAKFAST NEXT MORNING

"I KNEW YOU'D SAY IT WAS GOOD! BUT, REMEMBER, I WANT YOU TO EAT IT REGULARLY—WITH MILK OR CREAM! AND DRINK PLENTY OF WATER!"

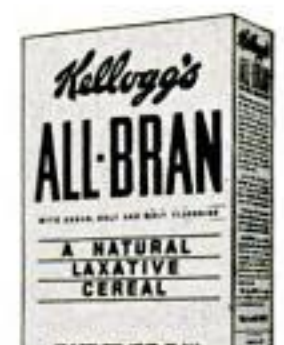


AND BEFORE LONG -

"SINCE SHE JOINED THE 'REGULARS,' SHE'S THE BEST LITTLE HELPER IN TOWN!"



IS there a better way to correct constipation than just bearing it first and trying to "cure" it later? There is, if it's the common kind (due to lack of the right kind of "bulk" in the diet). Get at the cause and prevent the trouble with a delicious cereal—**KELLOGG'S ALL-BRAN**. Eat it daily and drink plenty of water. Made by Kellogg's in Battle Creek.



Copyright, 1940, by Kellogg Company

**Join the "Regulars" with
KELLOGG'S ALL-BRAN**

"I'm a party-slave no longer!"



Mary Martin simply couldn't get it! Her friend Beth Mason was having the bridge club that very evening—and here she was, as cool as Baked Alaska!



That night, Beth enjoyed the party as much as her guests! When the last rubber had been played, she said: "Just a minute, now"—and in less than no time...



Back she came with a brand-new Toastmaster Hospitality Set, and a gorgeous layout of good things to eat! "You see," whispered Beth to Mary, "I'm a party-slave no longer!"

TOASTMASTER Hospitality Set

REG. U. S. PAT. OFF.

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, Toastmaster Products Division, Elgin, Illinois • Copyright 1940, McGraw Electric Company

OFF with the fetters that bind the hostess as a slave to her own parties! With a *Toastmaster* Hospitality Set guests have a glorious time entertaining themselves, and the emancipated lady joins in the fun.

It's a "party package" complete! The ample tray, in handsome walnut; the "personal" lap trays that end juggling and spilling; the sparkling Duncan-crystal appetizer dishes, heaped with good things; the clever toast-trimmer... and the toaster!

The toaster makes the party—the *Toastmaster* automatic toaster that times the toast to a "T" and never lets it burn. Up pop the crisp golden slices—off goes the current. Perfect toast every time, for everybody.

Can you think of a lovelier wedding or anniversary gift than this De Luxe *Toastmaster* Hospitality Set at \$23.95, or the standard set at \$19.95? See them and other *Toastmaster** products (from \$7.50) wherever the finest electric appliances are sold.



FROM LIFE'S CORRESPONDENTS

(continued)

The Orthodox Easter will soon be appearing, bringing in religious festivities. There is a great rush to the marriage altar now, prior to the forbidden period.

Since Sumner Welles arrived in Berlin there has been a big rise on the Bourse. On the other hand, in homes and cafes they say he's not staying long enough to know what it's all about. The Balkans are supporting almost any peace plan to avoid the spread of war. All the papers are carrying Welles's picture and sympathetic articles, but they haven't much confidence in the result of his mission. Some call him a Colonel House, daring to predict he'll pull the States into the conflict, but wise diplomats are keeping quiet.

The Balkans were never busier and are impatient to see the Danube unfrozen to release commerce and make more money to buy more arms. Trains are moving oil, food stuffs and always soldiers.

F. E. RANDOLPH

Confusion in Baltic Europe

Vilna, Lithuania

Prayers are said here for a speedy Allied success against Germany, but there is no great confidence in the Baltic States yet that Germany will be defeated, and much more discretion is observed in discussing the Nazis than is noticeable in the case of the Bolsheviks. While responsible leaders in the Baltic countries may be hoping that Stalinism will meet trouble in Finland, they are content for the present to sit tight and wait events. They realize only too well that a revolution in Russia would have terrific repercussions. The utmost uncertainty, for instance, is felt here over the effect on Germany of a Bolshevik collapse. Most people who try to look a little beyond the immediate future are now asking themselves, if things should eventually go badly for the Bolsheviks in Finland—and perhaps elsewhere before long—will the Nazis try to save the present rulers of Russia, or are they already secretly conspiring—say, with Italy and Hungary—at the destruction of Stalinism, with the intention of seizing the Ukraine in the chaos that would follow a Bolshevik collapse? The only road which the German Army would ever think of taking to the Ukraine lies through Breslau, Cracow and Lemberg, and from the positions this army now occupies it could reach the heart of the Ukraine in a few days—after a Bolshevik collapse.

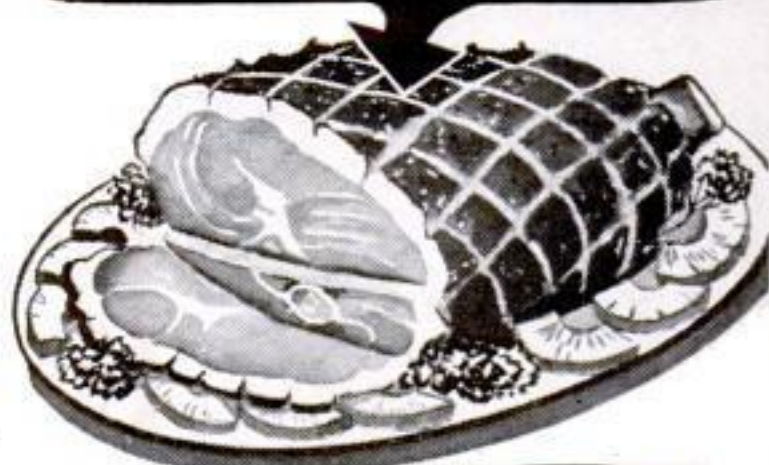
With Germany now one vast armed camp, in possession of the greater part of Poland and all Czechoslovakia, and secure behind the Westwall from Allied attack, the occupation of the Ukraine and another Brest-Litovsk peace—this time with an anti-Bolshevik Russia—must already be making a strong appeal to Nazi imagination. The entry of the U. S. on a large scale in the last War eventually forced the Germans to risk and lose in the West everything they had gained in the East. It might be very different this time.

RONALD GIBBEY

BEST FOODS MUSTARD WITH HORSE RADISH



Gives new "punch" to the flavor of HAM!



In fact, serve Best Foods Mustard-with-Horseradish wherever you formerly used ordinary mustard. See how much more zip it has! Inexpensive, too! Good food stores everywhere now carry this exciting new kind of mustard.



FORTUNA FLATUMS

for PERFECT CURVE CONTROL



Inside view showing tummy control

WEAR a comfortable FORTUNA FLATUMS of two-way stretch elastic. Strips of elastic inside provide extra support. Talon Slide Fastener closing. Washable. Pantie style, too. At leading stores. **\$2.00** Modestly priced at only

Model illustrated of elastic, cotton and rayon. Other Fortuna styles from \$1 to \$5. For name of your nearest dealer, Write Dept. L.

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FEEL



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FELT

Extra care in selection of hat furs...insistence on superior felting...give The Champ Hat at \$2.95 the feel and appearance of quality. Feel the felt of a Champ Hat and compare it with hats at much higher prices. It's two to one you'll pick The Champ... blindfolded...against all comers.

THE Champ
UNDEFEATED
LIGHTWEIGHT HAT
\$2.95



Send for free book, "My Greatest Ring Battles," by Benny Leonard, undefeated Lightweight Champion of the world. La Salle Hat Co., Philadelphia, Pa. Mfrs. of The Champ Hat... at good stores everywhere.

FROM LIFE'S CORRESPONDENTS

(continued)

Rumored Wealth

Chungking, China

There are Japanese political refugees here in Chungking and some of them are preparing as yet unpublished material about the wealth of the Emperor of Japan. I cannot vouch for the accuracy nor the originality of their findings, but I consider them rather reliable. Herewith a rendering of their efforts now being translated into Chinese:

The greatest private fortune in Japan today, and one that compares favorably with the fortunes of any



EMPEROR HIROHITO

Western magnate, is that of Emperor Hirohito of Japan. Starting off from scratch less than one hundred years ago, when the Emperor was no more than an honored puppet in the hands of the Tokugawa Shogunate, the Imperial family has built up a fortune that today is valued at over 3 billion yen. This is a privately owned estate.

The Emperor of Japan is Japan's number one capitalist. He is the largest shareholder in some of Japan's largest corporations. Two of the greatest steamship companies of Japan, the Nippon Yusen Kaisha and the Hokkaido Steamship Company list him as their number one shareholder. The Dagushi Railway Corporation and the Teikoku Hotel also rate him as the number one shareholder. The Bank of Japan, the Bank of Formosa, the Bank of Kangyo, the Bank of Kogyo, the Shokin Bank and the Toyotakushoku banks all boast that the Emperor is their largest shareholder. The Emperor owns all together a total of three-quarters of a million shares in Japanese business corporations, great and small. He holds on deposit in the Banks of Japan and Kogyo domestic bonds to the value of 700,000,000 yen (\$164,080,000). He holds in safe-deposit boxes abroad foreign-bond issues to the value of 500,000,000 yen. The Emperor is a real-estate magnate. He owns 1,300,000 cho of forest land (a cho is about 2½ acres); or 7% of Japan's entire stand of timber. The Emperor's cash holdings are the largest in the country with a total of 54,000,000 yen (\$12,657,600) to his credit.

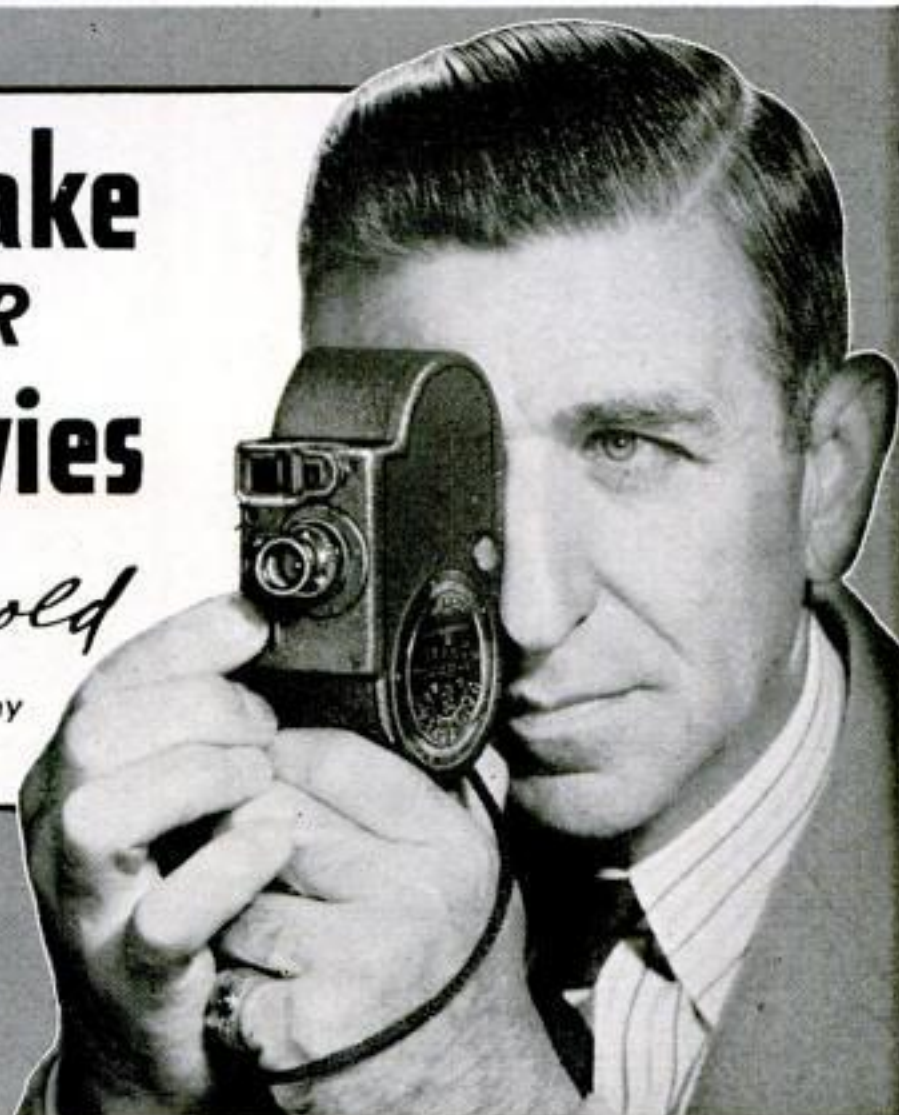
The Emperor's personal wealth stood at 340,000,000 yen in 1908; 720,000,000 yen in 1914; 1,140,000,000 yen in 1931; and has more than doubled to the figure of 3 billion yen (\$703,200,000) in the past decade of prosperity.

THEODORE H. WHITE

How to Make BETTER Home Movies

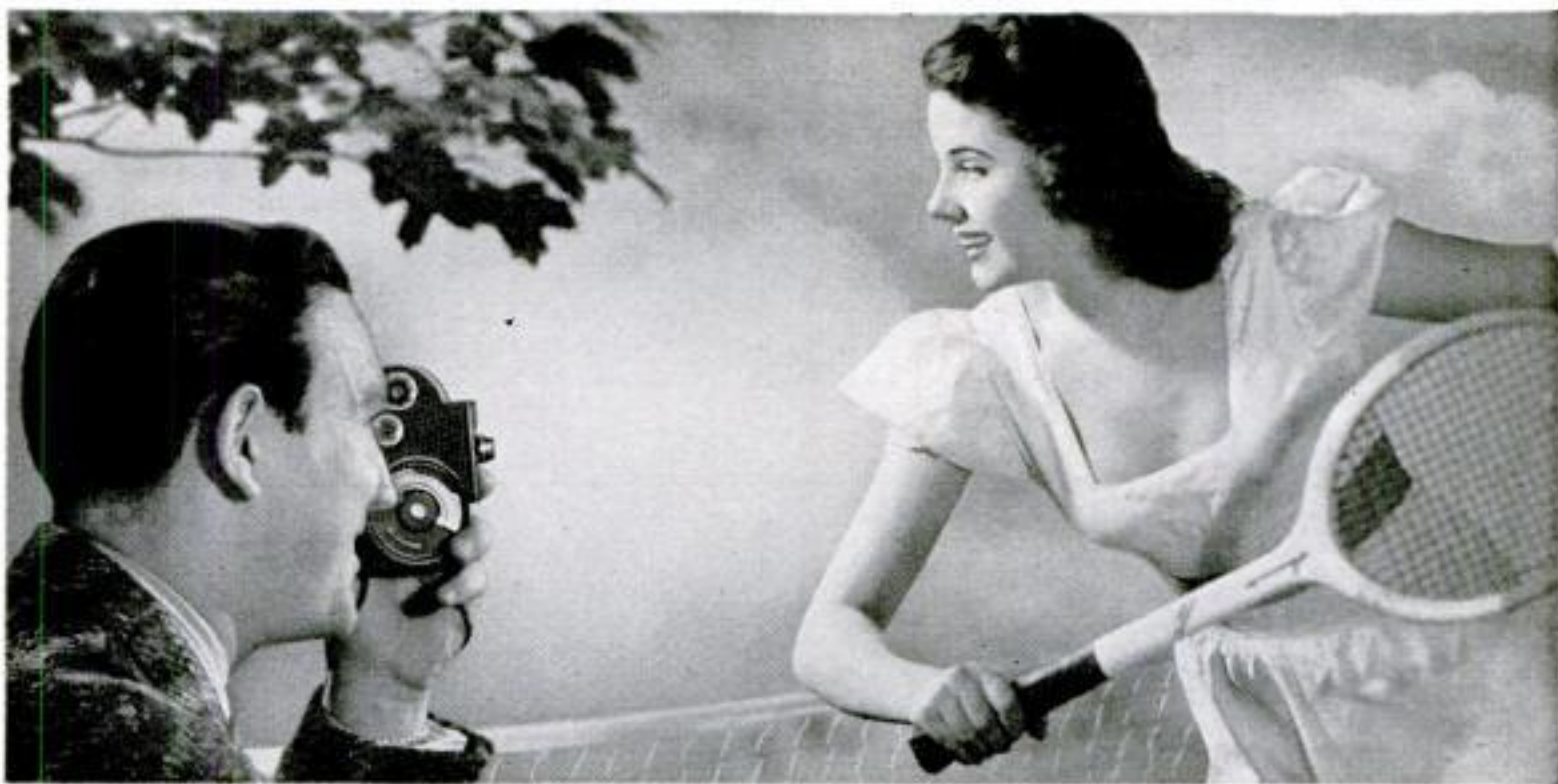
by *John Arnold*

Director of Photography
for
METRO-GOLDWYN-MAYER



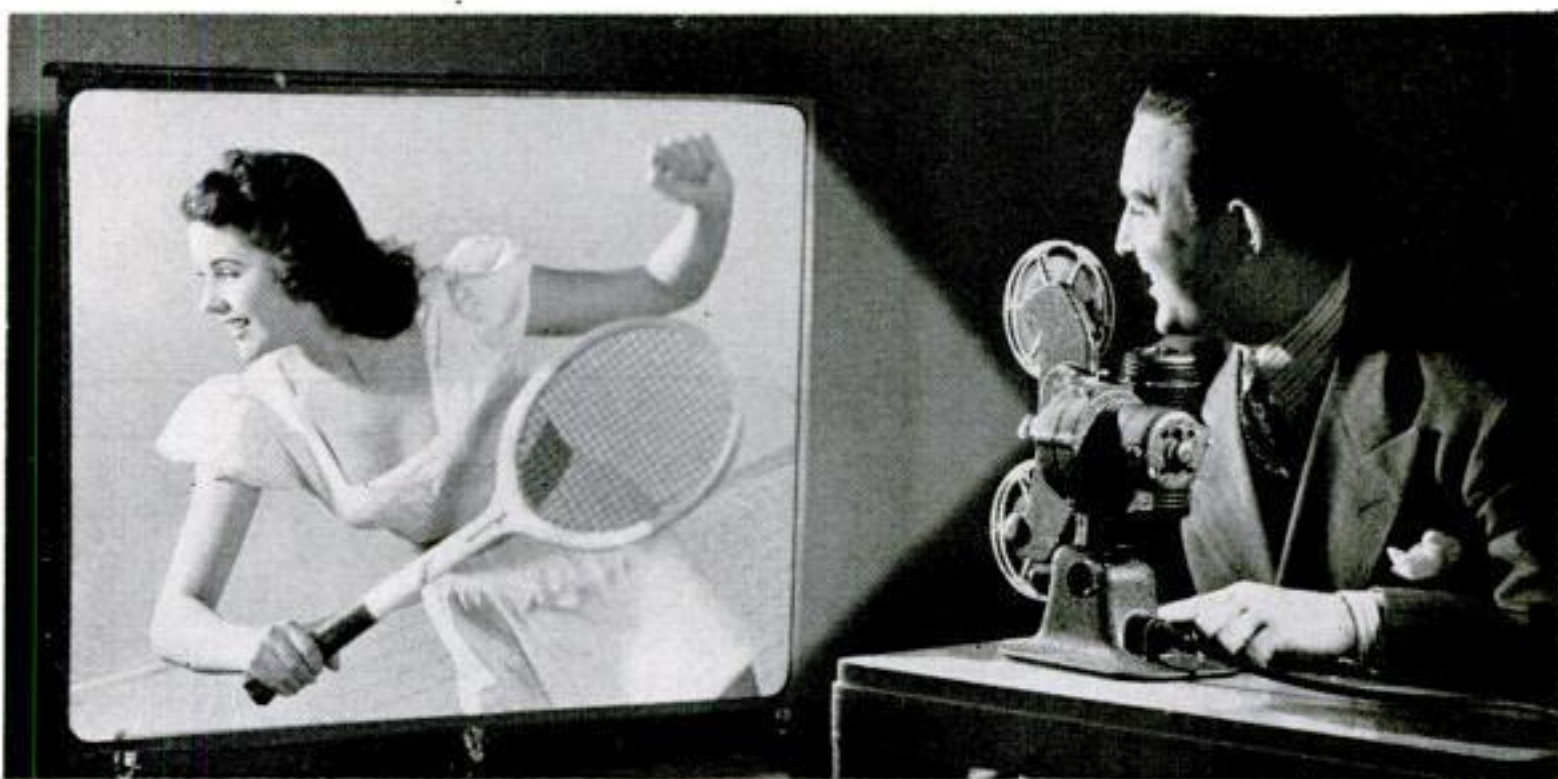
"GET A GOOD MOVIE CAMERA! I prefer the palm-size Filmo, made by Bell & Howell, who make our professional studio

equipment. *Filmo* is so precise *it* does the work — makes getting good movies so easy. You simply press a button, and



"WHAT YOU SEE, YOU GET WITH *Filmo*! ...in color or black-and-white, indoors and out, even in *slow motion*. With extra speeds, device for animating titles and cartoons, and provision

for using special lenses and accessories, Filmo is a basically complete camera that will keep pace with your skill." A palm-size Filmo 8 costs as little as \$49.50 ... as little as \$10 down.



WHAT YOU GET, YOU'LL TREASURE!

"Show your movies with a Filmo Projector. It won't let you down when you're playing the perfect host-showman." Filmo 8 Projector, shown, provides 400- or 500-watt illumination for brilliant, steady pictures as wide as six feet! Is fully gear-

driven—no belts. 200-foot capacity. And the price, complete with case, is only \$118.

MAIL COUPON!

BELL & HOWELL COMPANY
1841 Larchmont Ave., Chicago, Ill.
Send me all the details about Filmo
Cameras that make movies at snapshot
cost.

Name.....

Address.....

City.....State.....L 3-18-40

PRECISION-MADE BY

BELL & HOWELL



"...an' I said, who do you think you are
... a casting director?"

SPEAKING OF PICTURES . . .

THIS IS HOW HOLLYWOOD KIDS ITSELF

Out of self-protection, if for no other reason, Hollywood usually takes itself very seriously. But every once in a while, when it thinks nobody is looking, the citadel of the cinema relaxes and has a fine time kidding the pants off itself.

Such a time came recently when the Warner Club had its annual dinner dance at the Biltmore Bowl in Hollywood, for almost all the people who work in the Warner Bros. studio. For one evening, everybody from script girls to the Messrs. Warner were one big happy family, engaged in the pleasant family practice of making fun of themselves. Keynote of the evening, which included acts by stars, was the printed program, subtitled *Snickers on the Flickers*,

whole sections of which are reproduced here.

Like Hollywood, the program makes the most of Sex. The beautiful face of the Little Theatre Discovery below is never once revealed, although most of the rest of her is extravagantly shown. Studio cuties strip down to dishabille to pose for joke pictures. Important difference between It, Glamor, Oomph and S. A. are defined (see p. 17). Another feature of the program is a review of "The Picture of the Month," which tells the story of Curly Schmaltz (Paul Muni) who sets out to seek his long-lost sister, Libido Schmaltz. After traveling all over the world in many disguises and encountering many adventures, Curly finally winds up in Paris where he forgets all about Libido and stops looking for her.

A NEW FACE COMES TO FILMS

Warner Bros. Discovery Most Beautiful
of Little Theatre Recruits



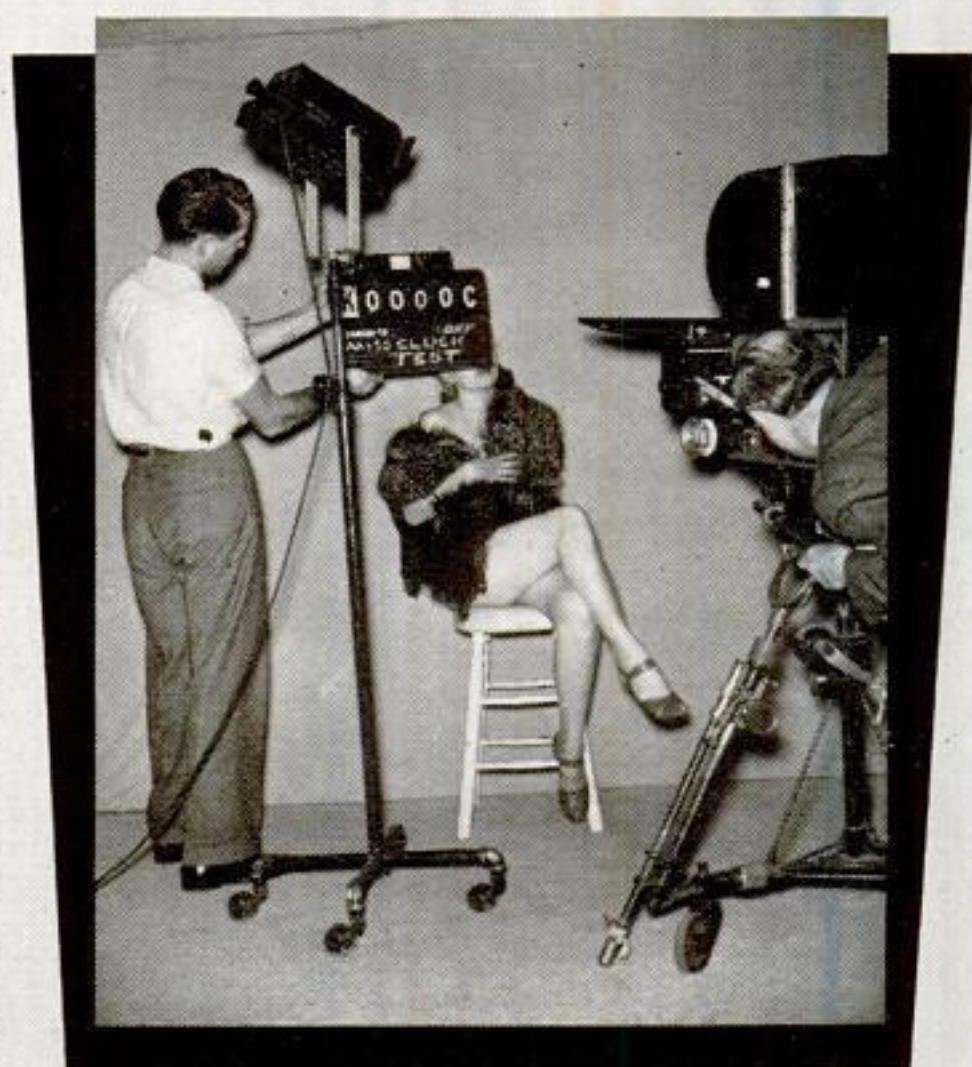
(1) SHE signs her long-term contract.



(2) THEN make-up experts take a hand.



(3) THE Wardrobe Department makes sure that her clothes are the last word.



(4) THEN comes the camera test.

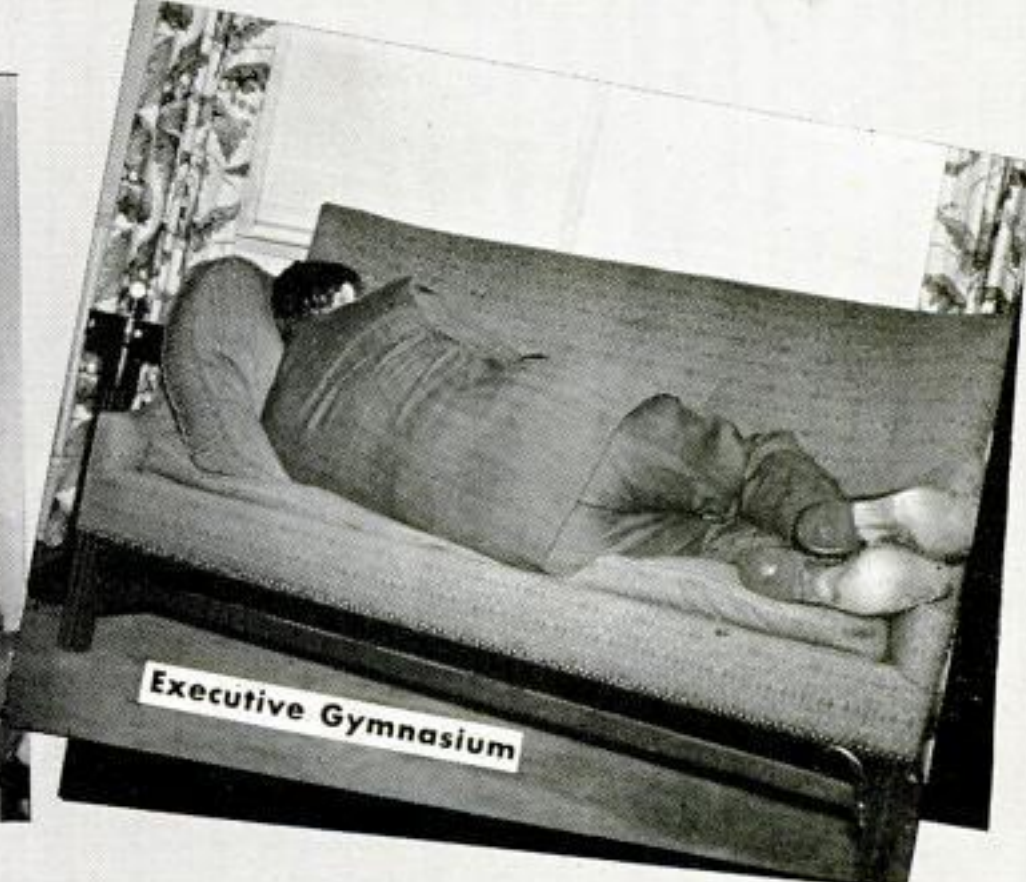
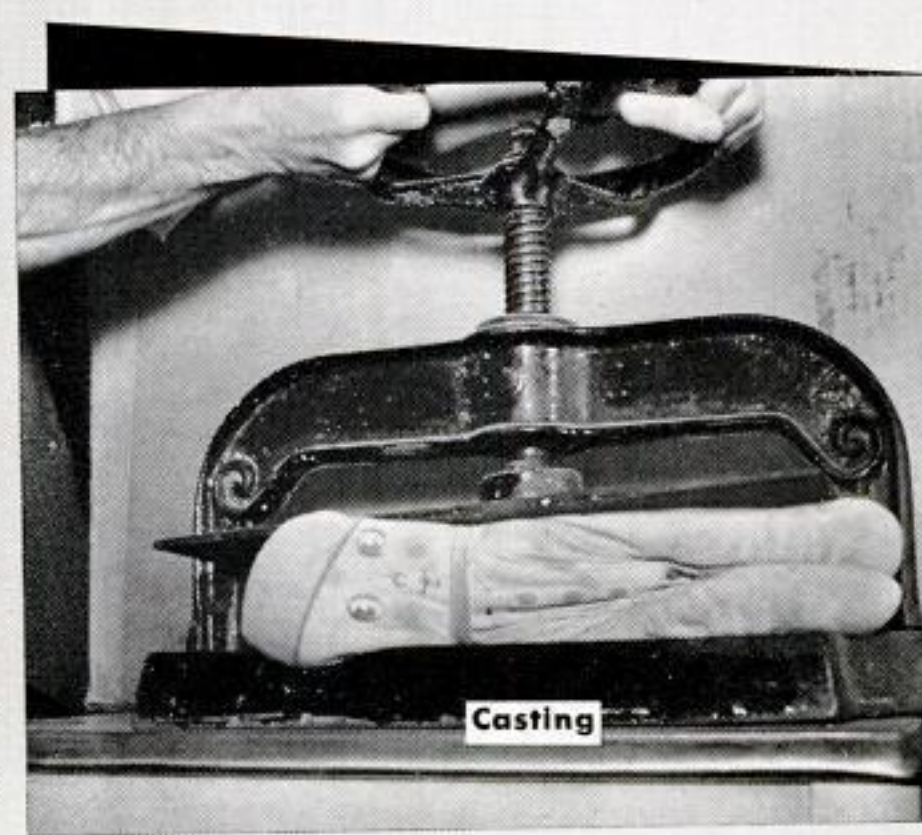
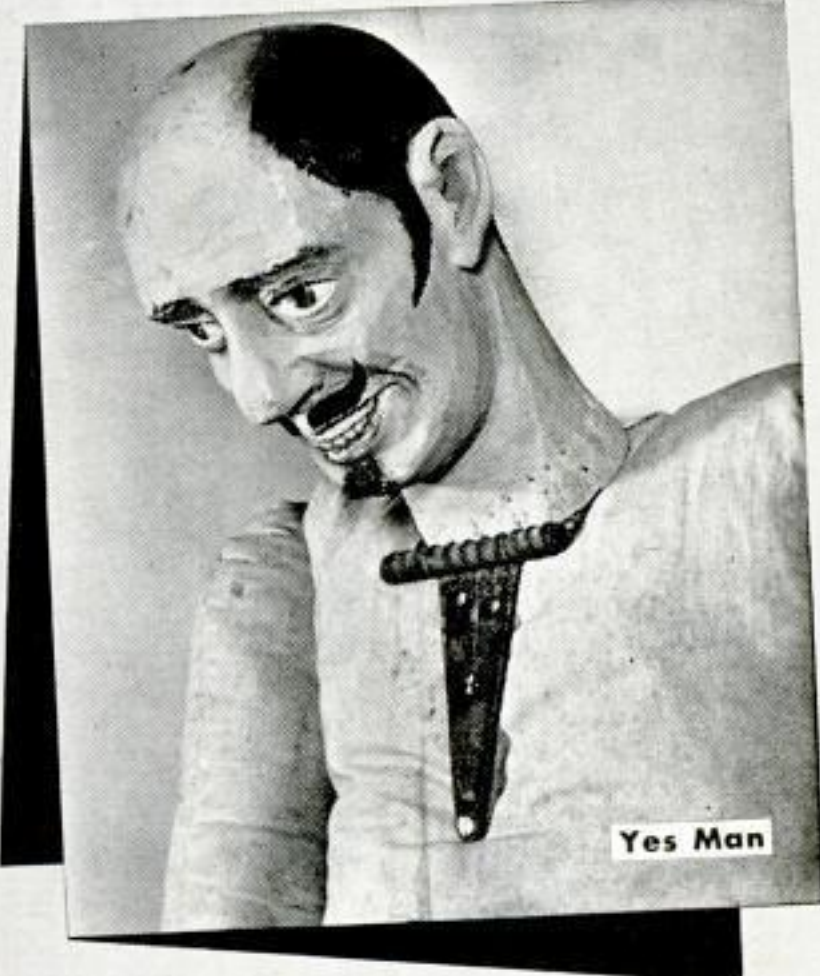
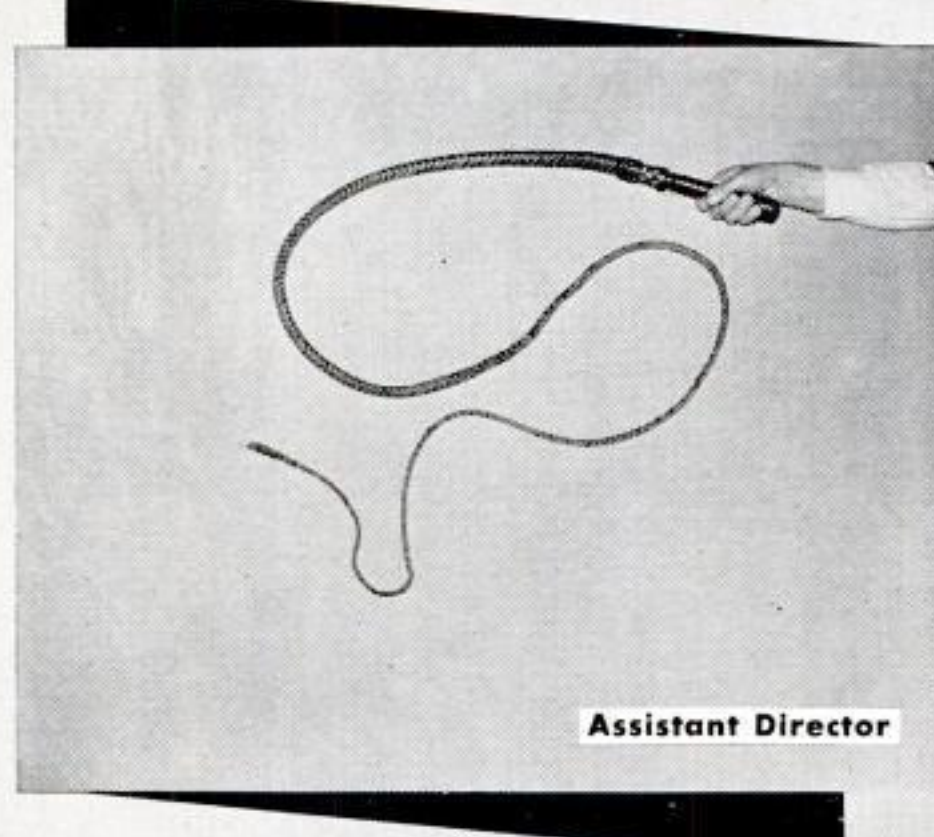
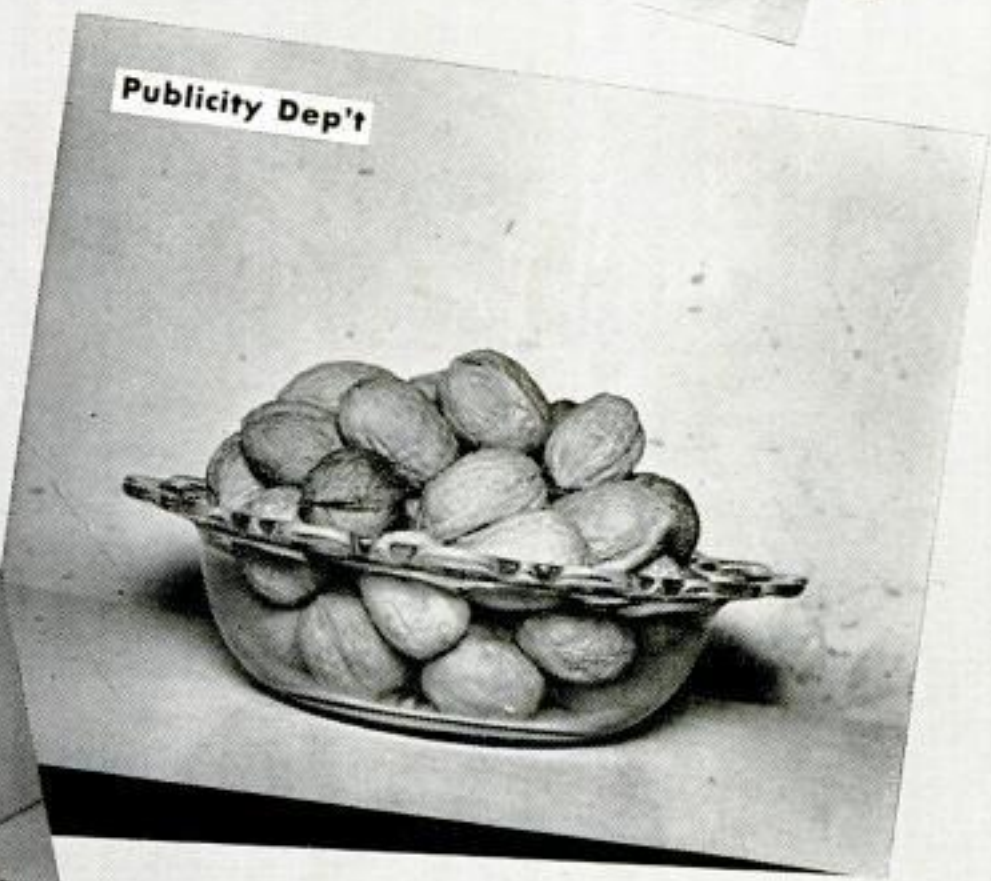
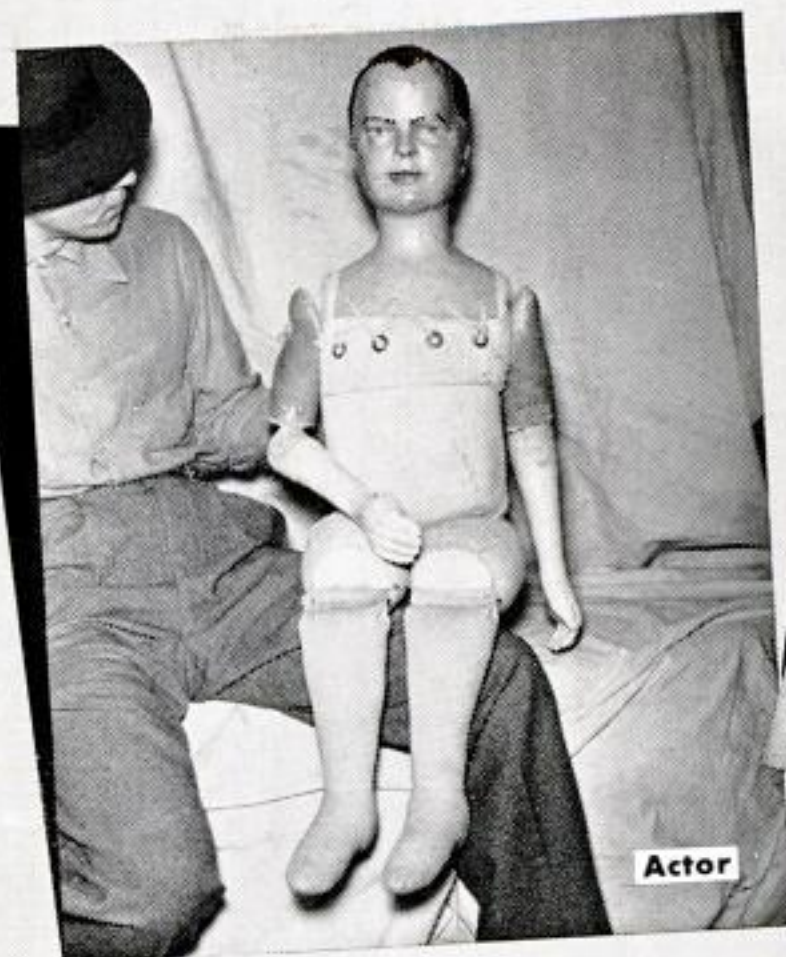
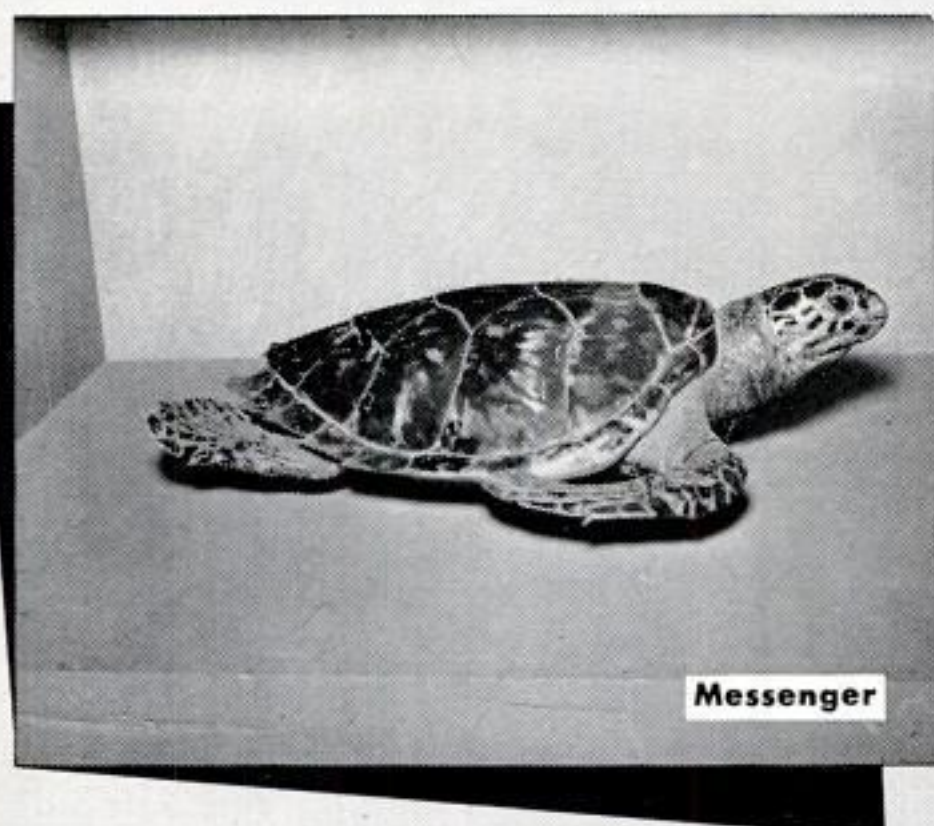


(5) NEWSPAPERMEN interview her.



(6) STILL photographers photograph her beautiful face.

... ALL AROUND
THE LOT



THIS IS THE STANDARD

GM GENERAL MOTORS

"PLAINVIEW" PRICE TAG

Consider the price of the car as delivered to you as well as "At the Factory" price when comparing automobile values. General Motors dealers' method of pricing their cars is on the basis of adding to the price of the car itself (which includes reimbursement for Federal Tax and the dealer's conditioning charge) the charge for transportation from factory to you based on rail rates. Any additional equipment or accessories that you may elect to buy are extra.

Make	Series
Model	No. of Wheels
Price of Car	\$
Cash Delivered Price	\$
Transportation Charge	\$
Optional Equipment and Accessories at Extra Cost	\$
.....	\$
.....	\$
.....	\$
.....	\$
.....	\$
.....	\$
.....	\$
Total Cash Delivered Price as Displayed	\$
State & Local Taxes, if any, extra	\$

TO INCREASE VALUE IS TO ENRICH LIFE

Let this Tag help you
check automobile values

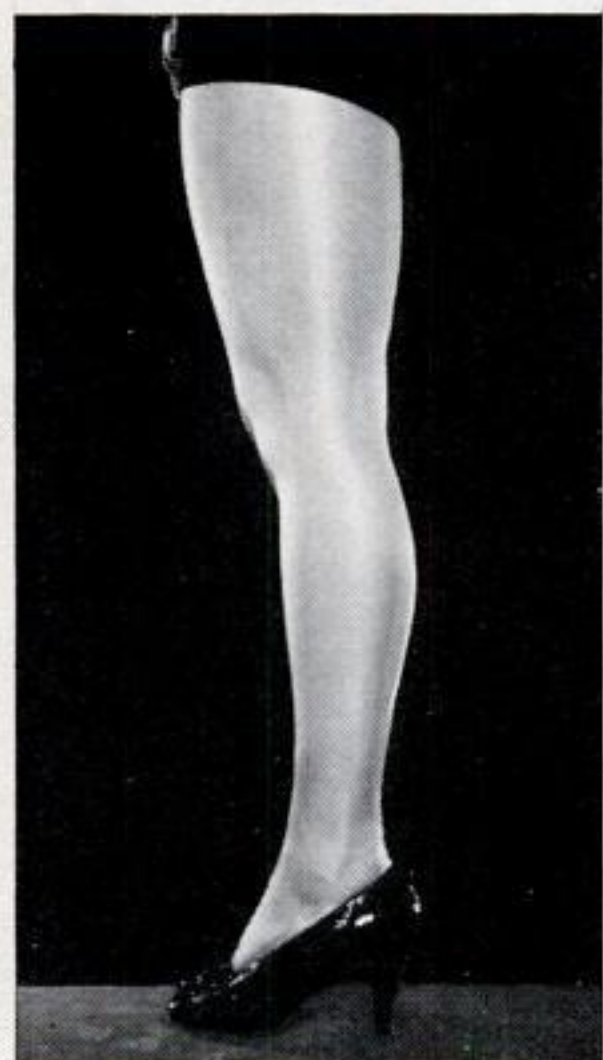
Examine their features. Check their quality, point by point. Then consider the price tag. Thus you can appraise for yourself their outstanding *value* and see exactly what your money buys.

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE · BUICK · LA SALLE · CADILLAC

SPEAKING OF PICTURES

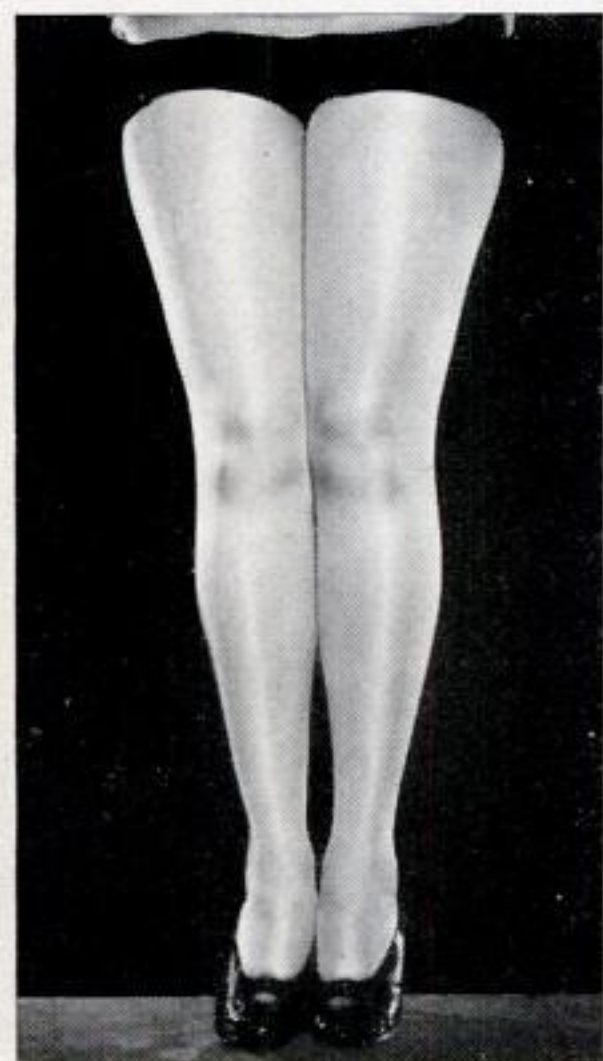
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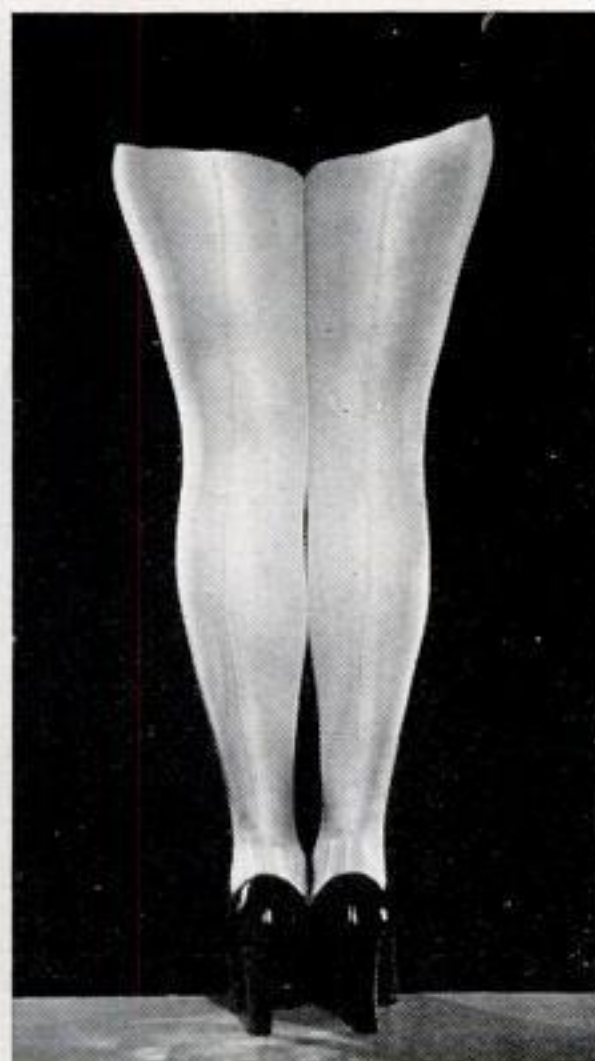
"IT"



"GLAMOR"



"S. A."



"OOMPH"



"Where'd you get 'em? . . . They're sure sexy."

IF NURSES COULD ONLY TELL!



HERE'S ONE STORY YOU MIGHT HEAR...

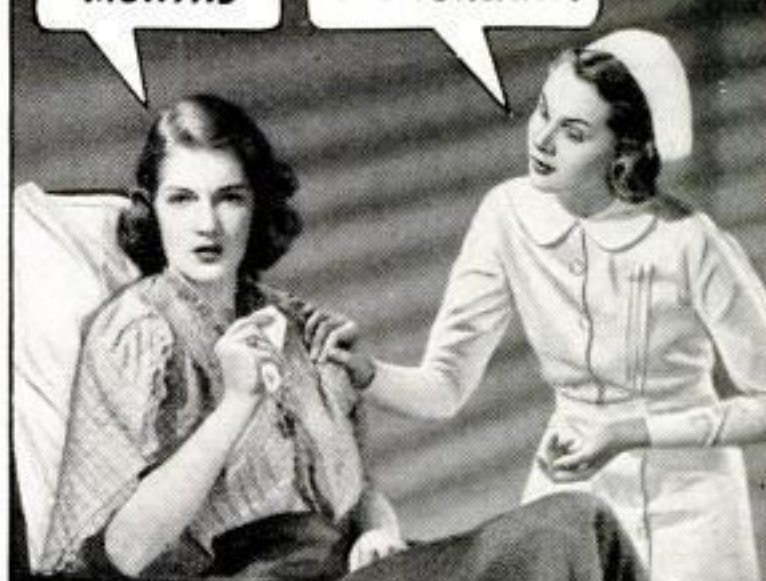
IT WAS YOUR HUSBAND, MRS. STEELE. HE WON'T BE ABLE TO GET TO THE HOSPITAL TO SEE YOU TONIGHT

I THOUGHT MY ILLNESS MIGHT CHANGE THINGS...



BUT HE'S STILL NEGLECTING ME—AS HE HAS FOR MONTHS

MRS. STEELE, I'VE SEEN BAD BREATH BREAK UP SO MANY MARRIAGES THAT—WELL, WON'T YOU TALK TO YOUR DENTIST ABOUT YOUR BREATH?



MRS. STEELE'S DENTIST TOLD HER...

TESTS SHOW THAT MUCH BAD BREATH COMES FROM DECAYING FOOD PARTICLES AND STAGNANT SALIVA AROUND TEETH THAT AREN'T CLEANED PROPERLY. I RECOMMEND COLGATE DENTAL CREAM. ITS SPECIAL PENETRATING FOAM REMOVES THESE ODOR-BREEDING DEPOSITS. AND THAT'S WHY...



COLGATE'S COMBATS BAD BREATH ... MAKES TEETH SPARKLE!



"Colgate's special penetrating foam gets into the hidden crevices between your teeth...helps your toothbrush clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath. And Colgate's safe polishing agent makes teeth naturally bright and sparkling! Always use Colgate Dental Cream—regularly and frequently. No other dentifrice is exactly like it."

LATER—THANKS TO COLGATE DENTAL CREAM

YOU'VE DONE A FINE JOB, NURSE, AND I'M VERY GRATEFUL TO YOU

I THINK YOU KNOW HOW GRATEFUL I AM, NURSE—FOR EVERYTHING!



THIS IS THE HEAD



That is making dry shaving so popular!

Screened COMB, so finely meshed there is almost three times as much "hole-area" as metal. Each hole is completely encircled with a keen durable cutting edge.

Thinner THAN A SPLIT WHISKER. A super-thin screen of finest Swedish steel only 2-thousandths of an inch thin, shaped to fit every contour of the face.

New HOLLOW-GROUND CUTTER, with double, razor-keen cutting edges that get the whiskers coming and going. Makes millions of cutting actions per minute within the comb.

(This new comb-and-cutter set has been standard equipment on all Sunbeam Shavemasters since June, 1939. If you have an older model this new set will fit it, and can be obtained from your dealer for \$1.00.)

...AND ONLY THE

Sunbeam SHAVEMASTER HAS IT!

It's that *extra* close-shave smoothness, *extra* speed, *extra* comfort you get in a Shavemaster shave that has made this electric shaver so outstanding in the judgment of American men. You hear it everywhere, from brush-and-blade veterans to teen-age schoolboys—words of enthusiasm for the dry-shaver that delivers real satisfaction right off the bat, and gets even better as you go along. That's why Shavemaster has made the swing to electric shaving so sure and steady. It delivers the goods. It has come to stay.

LOOK AT THE HEAD!

To know the answer to Shavemaster's popularity lead—look at its patented Sunbeam head. The Sunbeam head has a single cutter of razor-blade steel that oscillates at incredible speed within a ribbed comb only 2-thousandths of an inch thin. Its precision workmanship is the marvel of engineers everywhere, and its efficiency the delight of all men who shave. Centrifugal force presses the double-edge cutter against the inside of the comb with positive tension and gets the whiskers coming and going. So finely meshed is the new, screened comb that there is almost three times as much "hole-area" as metal. Completely different from the many shuttle-type electric shavers. Has patented principle that is all its own. None other like it.

LET YOUR DEALER DEMONSTRATE. HE HAS BOTH MODELS—and both are "tops" in quick, close, comfort-shaves. When you choose Shavemaster, you have a treat in store.

BOTH MODELS HAVE THE SAME PATENTED Sunbeam HEAD

—Give the Same Quick, Close, Comfort Shaves

Both have motors with plenty of power. The one you buy depends solely upon where you wish to use it—one operates on Alternating and Direct current . . . the other, on Alternating current only.



Model "M" (AC) \$7.50

Has the new Sunbeam magnetic type AC motor. Plenty of reserve power. If you wish to use your shaver only on AC current you can enjoy Shavemaster's quick, close, comfort-shaves for only \$7.50.

CONSIDER THESE FACTS

★ The **ONLY** electric shaver selected for standard equipment on these leading American air lines—American Airlines, Inc., United Air Lines, TWA, Western Air Express.

★ The **ONLY** electric shaver by a manufacturer qualified by over 50 years' successful experience in BOTH the hair clipping and electric appliance industries.



Model "R" (AC-DC) \$15.00

Has the famous series-wound, brush-type Universal motor that operates on both AC and DC. If you have occasion to use your shaver on both types of current the Model "R" Shavemaster is the one to buy.

CHICAGO FLEXIBLE SHAFT CO., 3688 Roosevelt Rd., Chicago, Ill. . . . Canada Factory, 321 Weston Rd., So., Toronto
Famous for MIXMASTER, COFFEEMASTER, IRONMASTER, SUNBEAM AUTOMATIC TOASTER, etc.

LIFE'S PICTURES



George Strock, 27, this week takes LIFE to the snow-covered slopes of Mt. Hood with the ski patrol (pp. 37-40), then drops south for some fast-moving shots of the gymkhana at Santa Barbara, Calif. (pp. 106-109).

This West Coast trek was the last leg of a circuit that began in Butte, Mont., where he joined Tom Dewey's political entourage on its tour of the Northwest, covered the candidate's activities as he swung through seven States (LIFE, March 4). Photographer Strock then turned back to Washington to get pictures of the great new ski playground at Mt. Hood. Above, you see him with one of the members of the ski patrol near Timberline Lodge.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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4—MARK MOONEY JR.
6—WM. VANDIVERT
11—CARL MYDANS
13—ACME
14, 15, 17—WARNER BROS.
18—ROY H. WOLFORD
21—HANSEL MIETH, H. & E.
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JERIS is a Good Hair Tonic

IT'S ANTISEPTIC

Remember the old adage, "an ounce of prevention"! Look to the health and good-grooming of your hair NOW. Use JERIS, the common-sense hair tonic to pep up scalp circulation, so vital to hair health . . . JERIS will positively remove unsightly, loose dandruff, and keep your hair glowing, handsome—easy-to-manage.

AT DRUG STORES AND BARBER SHOPS

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LIFE'S COVER. Perched on a piano bench in her New York apartment is Marguerite Benton who sings in the chorus of *Du Barry* Was a Lady, a Broadway hit. Marguerite is no ordinary chorus girl but is billed as a "singer" because of her operatic voice. Ambitious for a big career, she spends most of her time studying acting, voice, dancing, French. She likes to recall that such stars as Joan Crawford, Jeanette MacDonald, Irene Dunne began their careers in a musical-comedy chorus. For more about Marguerite and the *Du Barry* girls, see pages 59-66.

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A rustle of silk . . . a bright glance under a gay, beflowered bonnet!

For her . . . your charming Easter Lady . . . is YARDLEY's English Lavender. The wistfully sweet fragrance is as light-hearted and feminine as her lovely self!

Impress her with your worldly wisdom and unerring good taste. Buy her this exquisite perfume at any finer drug or department store. Or at YARDLEY, 620 Fifth Avenue, New York.

YARDLEY's English Lavender Perfume, in traditional golden-topped bottles at \$1.10 and \$1.50.
YARDLEY's English Lavender Soap. Three long-lasting tablets in a box, \$1.00. The single tablet, 35 cents.



BY APPOINTMENT TO HER MAJESTY QUEEN MARY



YARDLEY'S

English Lavender

"They say it's spinach. I say it's a miracle!"



1. I was mortified the day I took Billy to lunch at the Lents'. For what did Leone serve but spinach! Billy

loathes it. And makes no bones about saying so. To make matters worse, Davy Lent ate his as if it was ice cream.



2. I hate scrapping, but I just had to say: "No wonder Davy can thrash you—look at how he eats his spinach!" Heaven knows why, but it worked. Billy started to nibble. And then, right before my eyes, he finished it!



3. "Leone," I exclaimed. "What miracle did you work on that spinach?" "It's no miracle of mine," she said. "It's the spinach itself—Birds Eye Quick-frozen Spinach, field-fresh. They seal in all the flavor only four hours after picking! 'What a difference it makes in the taste!'"



4. Honestly, it was wonderful. Appetizingly green. Firm and crisp. Full of flavor. And not a jot of sand! Leone said they use only the finest leaves and no coarse stalks. Then they use over 20 gallons of water to wash every box of Birds Eye Spinach.



5. "Because it's so clean," Leone added, "I just dump the spinach out of the box, into the pot. It's so tender, takes less time to cook, too. All told, I figure it saves me 17 minutes' kitchen time. Birds Eye foods are perfect and not at all expensive! We have them all the time."



6. On our way home, Billy confessed to me. "Maybe I was wrong about spinach. That spinach sure tasted good. Can we have spinach like that some time?" You bet we can! And lots of other wonderful Birds Eye quick-frozen foods, too!



7. How to get these marvellous foods: You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in quick-frozen foods. Therefore, be sure to look for the Birds Eye in the window, and the Birds Eye on the package.

Here are a few of these wonderful foods:

Ocean-Fresh Cod Fillets, (Skinless)
Center-cut Halibut Steaks
Finest-flavor Salmon Steaks
Field-fresh Lima Beans
Perfect Oregon Brussels Sprouts
Tender, pink Rhubarb
Hand-picked Blueberries
Delicious L. I. Duckling
Tender, Juicy Sirloin Steaks
Beef or Lamb for Stew

And there are 50 others—all cleaned, trimmed, ready to cook or serve. Get a box today!

FARM-FRESH FOODS—IN PACKAGES

For more information, write Frosted Foods Sales Corp., 250 Park Ave., New York, N. Y.

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LIFE

Vol. 8, No. 12

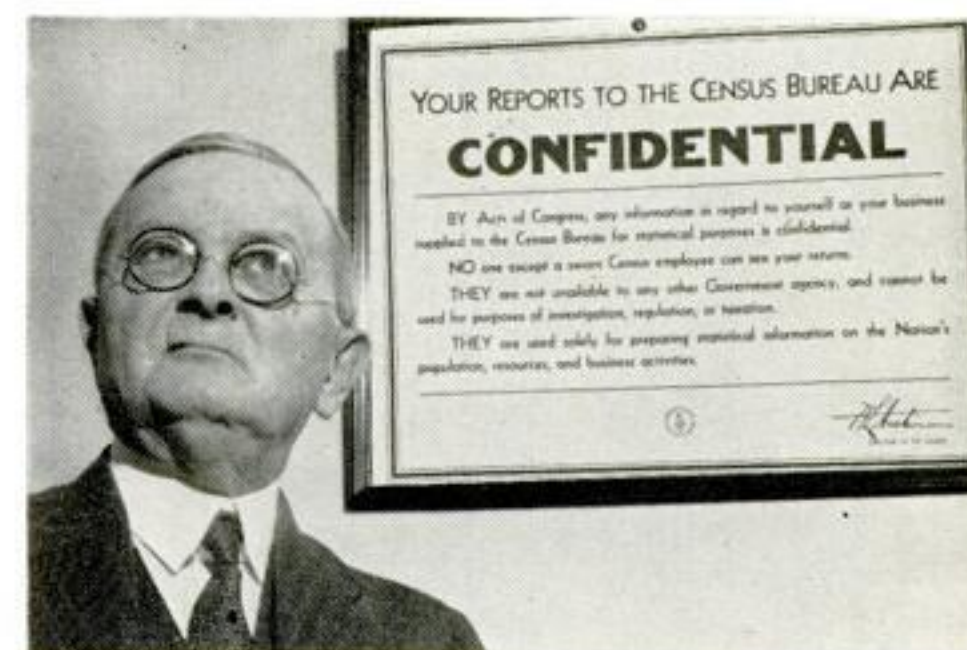
March 18, 1940

CENSUS

AGE? INCOME? MORTGAGE?
TOILET? BATHTUB? RADIO?

Anybody who cares to can find out that Mrs. Joseph A. Aufschleger (*left*) lives on a 5-acre farm three miles from South Bend, Ind., that she has a husband and three daughters, that her husband works in the Studebaker plant. But not unless he were a Federal census-taker or neighbor safely walk up on her back porch and, after politely laying his hat on the floor, ask her how old she is, how far she got in school, how much the members of her family earn at their jobs, whether or not any of them gets more than \$50 a year from any other source, how much her house is worth, whether there is a mortgage on it and if so how much, whether she has a toilet, a bathtub, a radio. When the quizzier got through with her in a preliminary test census conducted in two Indiana counties last summer, he knew all this, and much more, about Mrs. Aufschleger and her family. If she had refused to answer any of his questions, she could have been put in jail for 60 days and fined \$100.

On April 1 an army of some 120,000 census-takers will march forth to ring doorbells and ask these and other questions about every home and human in the land. Though the census has been taken every ten years since 1790, last week it was front-page news. In the Senate, in letters-to-the-editors and letters-to-Congressmen rose a chorus of outraged squawks—led by Republican Senator Charles W. Tobey of New Hampshire—against “bureaucratic snooping” represented by some of the 1940 questions, particularly those about income and mortgages. Indignant club-women threatened to overflow the jails, and the New York Legislature petitioned Congress to withdraw the questions. Sniffed President Roosevelt: “Politics!”



William L. Austin, Director of the Census, stresses the fact that census-takers will be punished if they tattle.



"Is your husband employed? If not, is he on relief?" Mrs. Clarence Schultz's husband, laid off from job

as a pattern cutter, was out registering for unemployment compensation when this picture was taken.

ONLY ONE PERSON IN 50 BALKED AT

The purpose of the test census in Indiana's St. Joseph and Marshall counties last summer, during which these pictures were taken, was to see whether any of the new questions proposed for the 1940 census were too difficult or too objectionable for citizens to answer. It is a significant comment on the current Republican-led rebellion against census "snoopery" that only about one Indiana citizen in 50 objected at all to answering any of the questions, and these were brought around by a little persuasive explanation. Nobody went to jail. (Nobody within memory has ever gone to jail for refusing to answer a



"How much did you earn in wages or salary during 1939?" This question must be answered individually by Jesse I. Pavey, his wife and his daughter (above).

"How old are you?" Louise Bergland (left) and Evelyn McGuiness of South Bend's Epworth Hospital.

"How far did you get in school?" Paul G. Hoffman, president of the Studebaker Corp., spent one year at the University of Chicago.

"Do you have a bathtub or shower?" Census-taker found Gordon Holmes living with wife and son in trailer near Mishawaka.



CENSUS QUESTIONS IN INDIANA TEST

census question.) The Census Bureau did not feel obliged to change any of its questions.

So strict are census secrecy requirements that no one—not even a photographer—is allowed to accompany a census-taker on his rounds. These pictures of census office employees and South Bend citizens counted in last summer's test were taken after the census-takers (called "enumerators") had finished their interrogations. The questions are ones which were asked, but the facts about the people pictured were obtained by LIFE directly from them, not from the Census Bureau.



Also by the Pavey maid, who sleeps in. If less than \$5,000, the exact amount must be stated. Otherwise, "over \$5,000." Mr. Pavey is Mayor of South Bend.

"Is there a mortgage on your home?" Mrs. B. K. Ward, mother of two and wife of a mechanic in Studebaker's repair shop.



"Does your house need major repairs?" Charles F. Piper, employed as acetylene-electric welder at the

Studebaker factory, has lived in South Bend for 19 years, owned his house for more than ten of them.

"Where were you born?" South Bend Grocer Oscar Banfi and his wife, residents of the city for 27 years, were both born in Hungary.



"How much is your house worth?" A. B. Crofoot and wife outside their new brick house near South Bend.



State _____ Incorporated place _____ Ward of city _____ Unincorporated place _____
 County _____ Township or other division of county _____ Block Nos. _____ Institution _____
 (Name of unincorporated place having 100 or more inhabitants)
 (Name of institution and lines on which entries are made)

Line No.	LOCATION		HOUSEHOLD DATA				NAME	RELATION	PERSONAL DESCRIPTION				EDUCATION	PLACE OF BIRTH	CITIZENSHIP	IN WHAT PLACE BORN	
	Street, road, avenue, etc.	House number (in cities and towns)	Number of household in order of visitation	Home owned (O) or rented (R)	Value of home, if owned, or monthly rental, if rented	Does this household live on a farm? (Yes or No)			Relationship of this person to the head of the household, as wife, daughter, father, mother-in-law, grandson, lodger, lodger's wife, servant, hired hand, etc.	Sex—Male (M), Female (F)	Color or race	Age at last birthday					Marital status—Single (S), Married (M), Widowed (Wd), Divorced (D)
1																	
2																	
3																	
4																	
5																	
6																	
7																	
8																	
9																	
10																	
11																	
12																	
13																	
14																	
15																	
16																	
17																	

SUPPLEMENTARY QUESTIONS		FOR ALL PERSONS												
For Persons Enumerated on Lines 14 and 29		PLACE OF BIRTH OF FATHER AND MOTHER				MOTHER TONGUE (OR NATIVE LANGUAGE)		VETERANS			SOCIAL SECURITY			
Line No.	NAME in full	FATHER		MOTHER		CODE (Leave blank)	Language spoken in home in earliest childhood	CODE (Leave blank)	Is this person a veteran of the United States military forces; or the wife, widow, or under-18-year-old child of a veteran?	CODE (Leave blank)	Does this person have a Federal Social Security account number? (Yes or No)	CODE (Leave blank)	Were deductions for Federal old-age insurance made from this person's wages or salary in 1937? (Yes or No)	If so, were deductions made from (1) all, (2) one-half or more, (3) less than half of wages or salary?
35														
36														
37														
38														
39														
40														
41														
42														
43														
44														

SYMBOLS AND EXPLANATORY NOTES:

Col. 5. VALUE OF HOME, IF OWNED: Where owner's household occupies only a part of a structure, estimate value of portion occupied by owner's household. Thus the value of the unit occupied by the owner of a two-family house might be approximately one-half the total value of the structure.

Col. 10. COLOR OR RACE: White..... W Filipino..... Fil Negro..... Neg Hindu..... Hin Indian..... In Korean..... Kor Chinese..... Chi Other races, spell out in full. Japanese..... Jo

Col. 11. AGE AT LAST BIRTHDAY: Enter age of children born on or after April 1, 1939, as follows. Born in: April 1939..... 11/12 October 1939..... 5/12 April 1939..... 10/12 November 1939..... 4/12 May 1939..... 9/12 December 1939..... 3/12 July 1939..... 8/12 January 1940..... 2/12 August 1939..... 7/12 February 1940..... 1/12 September 1939..... 6/12 March 1940..... 0/12 (Do not include children born on or after April 1, 1940.)

Col. 14. HIGHEST GRADE OF SCHOOL: None..... Elementary school, 1st to 8th grade..... High school, 1st to 4th year..... College, 1st to 4th year..... College, 5th or subsequent year.....

THESE ARE THE QUESTIONS YOU WILL HAVE TO ANSWER WHEN CENSUS-TAKER COMES

The first U. S. census was taken in 1790 by Federal marshals, for the simple purpose of counting noses to determine Congressional representation. Decade by decade as the nation grew in size and complexity, the census has grown with it, until it has finally become the monstrous six-part, \$50,000,000 affair

of 1940—the greatest research job ever undertaken. Separate censuses of America's 3,000,000 business concerns, 170,000 manufacturing establishments and 12,000 mines and quarries began on Jan. 2. On April 1 begin the other three: of some 132,000,000 people, 33,000,000 dwelling units and 7,000,000 farms. Each census embodies a battery of questions; the farm census alone has no less than 230, about acreage, crops, supplies, stock, equipment, etc. On these pages are reproduced the population (above) and housing (below) census sheets, showing the questions which will be asked of or about every human being (except babies born after midnight April 1) and dwelling unit in the land. The "Supplementary Questions" in the second strip above will be asked, to save time, of only one person in 20, on the theory that a "Gallup

poll" sample of answers will provide sufficiently accurate information about these social trends.

First fact for census protestants to realize is that the questions they object to are not wholly New Deal innovations. Questions about mortgages were asked as early as 1890, and detailed information about financial status was demanded in 1850, 1860 and 1870. "How much rent do you pay?" was first asked in 1930, under President Hoover. Furthermore, the questions in the 1940 census are not simply the result of New Deal curiosity, but of demands by businessmen and scholars for information. The Census Advisory Committee, a group of non-Government experts, sifts out thousands of proposed queries. ("Do you own a Bible?" "Are you over 6 ft. tall?" "If unmarried, are you a virgin?" were some rejected

State _____ Incorporated place _____ Ward of city _____ Unincorporated place _____
 County _____ Township or other division of county _____ (Name of unincorporated place having 100 or more inhabitants)

SECTION	I. LOCATION AND HOUSEHOLD DATA							II. CHARACTERISTICS OF STRUCTURE							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	No. of structure in order of visitation	Population Line No. Block No.	Color or race of head	Number of persons in household	Live on a farm?	Home ten-ure	Value of home or monthly rental	Type of structure in which this dwelling unit is located	Originally built as:	Exterior material	Structure in need of major repairs?	Year originally built	Number of rooms	Water supply	Toilet fa-
	Dwelling unit No. within structure	Name of head Street and No. Apt. No. or location	White <input type="checkbox"/> 1 Negro <input type="checkbox"/> 2 All other <input type="checkbox"/> 3		Yes <input type="checkbox"/> 1 No <input type="checkbox"/> 0	Owned <input type="checkbox"/> 0 Rented <input type="checkbox"/> 1	Est. rent of owned nonfarm home \$.	1-family detached <input type="checkbox"/> V 1-family attached <input type="checkbox"/> 0 2-family side-by-side <input type="checkbox"/> 1 2-family other <input type="checkbox"/> 2	Resid. struct. same no. dwlg. units <input type="checkbox"/> 1 Resid. struct. differ no. dwlg. units <input type="checkbox"/> 2 Nonresid. struct. <input type="checkbox"/> 3	Wood <input type="checkbox"/> 1 Brick <input type="checkbox"/> 2 Stone <input type="checkbox"/> 3 Other <input type="checkbox"/> 4	Yes <input type="checkbox"/> 1 No <input type="checkbox"/> 0	A B	Running water in dwelling unit... <input type="checkbox"/> 1 Hand pump in dwelling unit... <input type="checkbox"/> 2 Running water within 50 ft. <input type="checkbox"/> 3 Other supply within 50 ft. <input type="checkbox"/> 4 No water supply within 50 ft. <input type="checkbox"/> 5	Flush toilet str., excl. <input type="checkbox"/> 1 Flush toilet str., share <input type="checkbox"/> 2 Nonflush to-ilet in structure <input type="checkbox"/> 3 Outside toilet or privy... <input type="checkbox"/> 4 No toilet or privy... <input type="checkbox"/> 5	

EXPLANATORY NOTES: Where check boxes are provided, indicate the proper answer by making an "X" in the box provided for the answer. Thus, for a household which lives on a farm, indicate "Yes" thus: Yes ☒ 1 No ☐ 0 In any series of boxes in a column, an "X" should be entered in only one box.

Col. 8 Type of structure—Note that if the structure contains more than two dwelling units, or if it contains business, or is an "other dwelling place" the number of dwelling units must be entered in the space provided. "Other dwelling place" includes tents, boats, railroad cars, trailers, and places not intended for habitation but occupied, such as fruit sheds, barns, caves, etc.

Col. 9 Structure built as—Distinguish between structures originally built for residence and containing the same number of dwelling units as at present ("Residential same"); structures originally built for residence but with a different number of dwelling units ("Residential differ."); and structures originally built for purposes other than residence ("Nonresidential").

Col. 13 Number of rooms—Do not include halls, bath rooms, or pantries. Do not include attics or basements unless they are finished off and used as available for use as living quarters. Do not include porches or sunrooms unless they are permanent enclosed and used or available for use throughout the year as living quarters.

DEPARTMENT OF COMMERCE—BUREAU OF THE CENSUS
SIXTEENTH CENSUS OF THE UNITED STATES: 1940
POPULATION SCHEDULE

S. D. No. E. D. No. Sheet No. A
Enumerated by me on , 1940.
Enumerator

PERSONS 14 YEARS OLD AND OVER—EMPLOYMENT STATUS

19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34				
STATE (or Territory or foreign country)	On a farm? (Yes or No)	CODE (Leave blank)	Was this person at work for pay or profit in private or nonemergency work during week of March 24-30? (Yes or No)	If not, was he at work on or assigned to public emergency work (WPA, NVA, CCC, etc.) during week of March 24-30? (Yes or No)	Was this person seeking work? (Yes or No)	If not seeking work, did he have a job, business, etc.? (Yes or No)	Indicate whether engaged in home work (H), in school (S), unable to work (U), or other (O) CODE	Number of hours worked during week of March 24-30, 1940	Duration of unemployment up to March 30, 1940—in weeks	OCCUPATION, INDUSTRY, AND CLASS OF WORKER For a person at work, assigned to public emergency work, or with a job ("Yes" in Col. 21, 22, or 23), enter present occupation, industry, and class of worker. For a person seeking work ("Yes" in Col. 23): (a) If he has previous work experience, enter last occupation, industry, and class of worker; or (b) if he does not have previous work experience, enter "New worker" in Col. 28, and leave Cols. 29 and 30 blank.	OCCUPATION Trade, profession, or particular kind of work, as— frame spinner salesman laborer rivet heater music teacher	INDUSTRY Industry or business, as— cotton mill retail grocery farm shipyard public school	Class of worker	CODE (Leave blank)	Number of weeks worked in 1939 (Equivalent full-time weeks)	Amount of money wages or salary received (including commissions)	Did this person receive income of \$50 or more from sources other than money wages or salary? (Yes or No)	Number of Farm Schedule	Line No.

PERSONS 14 YEARS OLD AND OVER

35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
USUAL OCCUPATION, INDUSTRY, AND CLASS OF WORKER Enter the occupation which the person regards as his usual occupation and at which he is physically able to work. If the person is unable to determine this, enter that occupation at which he has worked the most years and at which he is physically able to work. Enter also usual industry and class of worker. Without previous work experience, enter "None" in col. 45 and leave cols. 46 and 47 blank.			FOR ALL WOMEN WHO ARE OR HAVE BEEN MARRIED Has this woman been married more than once? (Yes or No)		Age at first marriage		Number of children ever born (Do not include stillbirths)		Ten (4)		V-R (5)		Fm. res. (6)		Sex (9)		Color and nat. (10, 11, 36, and 37)		Age (11)		Mar. st. (12)		Gr. com. (B)		Cit. (14)		Wrk. st. (E)		Occupation, industry, and class of worker (F)		Wks. wkld. (31)		Wages (32)		Ot. inc. (33)		Line No.																												
OCCUPATION			USUAL INDUSTRY		Usual class of worker		CODE (Leave blank)		48		49		50		K		L		M		N		O		P		Q		R		S		T		U		V		W		X		Y		Z		14		29																

Col. 16. CITIZENSHIP OF THE FOREIGN BORN:
0 Naturalized..... Na
1 to 8 Having first papers..... Pa
3, H-1 Alien..... Al
3, C-4 American citizen born abroad..... Am Cit
C-5

Col. 21. WAS THIS PERSON AT WORK?
Enter "Yes" for persons at work for pay or profit in private or nonemergency Government work. Include unpaid family workers—that is, related members of the family working without money wages or salary on work (other than housework or incidental chores) which contributed to the family income.

Col. 24. DID THIS PERSON HAVE A JOB?
Enter "Yes" for a person (not seeking work) who had a job, business, or professional enterprise, but did not work during week of March 24-30 for any of the following reasons: Vacation; temporary illness; industrial dispute; layoff not exceeding 4 weeks with instructions to return to work at a specific date; layoff due to temporarily bad weather conditions.

Cols. 30 and 47. CLASS OF WORKER:
Wage, salary, or commission worker in private work..... PW
Wage or salary worker in Government work..... GW
Employer..... E
Working on own account..... O
Unpaid family worker..... NP

Col. 41. WAR OR MILITARY SERVICE:
World War..... W
Spanish-American War, Philippine Insurrection, or Boxer Rebellion..... S
Spanish-American War and World War..... SW
Regular establishment (Army, Navy, or Marine Corps) peace-time service only..... R
Other war or expedition..... Ot

proposals for 1940.) The accepted Supplementary Question for married women about number of children born—to which many women have entered objection—was requested, for example, by the office of Population Research of Princeton University, which is worried about the declining U. S. birth rate. And the much-mooted questions about income were demanded by many & many a businessman who wants marketing facts about the mass purchasing power of various groups and regions.

When President Roosevelt says that "one-third of the nation is ill-housed, ill-clad, ill-nourished," he is offering only a rough estimate. The 1940 census will show not only how wide of or close to the mark he is, but also exactly how under-fed and under-housed and under-clothed Americans are. Simple nose-

counting is now a relatively minor purpose of the census. The American people's seven billion answers to the questions on these pages will provide literally millions of facts about unemployment, income, consumption, education, housing, migration and other ways of life which must be had for intelligent law-making and social planning.

It is true that the classic American pioneer response to questions like these would be to chase the asker off the property with a shotgun. But the American pioneer did not live in a land in which he and a California fruit-picker and a Detroit automobile manufacturer and a jobless New Yorker were mutually dependent on each other's welfare. Nor did the American pioneer expect the Government to step in and help him whenever he could not help himself.



DEPARTMENT OF COMMERCE—BUREAU OF THE CENSUS
SIXTEENTH CENSUS OF THE UNITED STATES: 1940—HOUSING
RENTED-DWELLING SCHEDULE
(Housing units occupied by households enumerated on the Population Schedule)

S. D. No. E. D. No. SHEET NO. A
Enumerated by me on , 1940.
Enumerator

CHARACTERISTICS OF DWELLING UNIT										IV. UTILITY DATA FOR EACH RENT-ER-OCCUPIED NONFARM UNIT		V. FINANCIAL DATA FOR EACH OWNER-OCCUPIED NONFARM UNIT (In structure without business containing not more than 4 dwelling units)									
16	17	18	19	20	21	22	23	24	25	26	FOR EACH FIRST MORTGAGE OR LAND CONTRACT										
Bath or shower with running water in structure	Principal lighting equip't	Principal refrigeration equip't	Radio in dwelling unit?	Heating equipment	Principal fuel used for heating	Principal fuel used for cooking	Furniture incl. in rent?	Average monthly cost of—	Value of property	Mortgage on property	Regular payments required	Do payments include an amount for reduction of principal?	Do payments include real estate taxes?	Interest rate now chg'd	Holder of first mortgage (or land contract)						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16						

and 16. Toilet facilities and bath with running water in structure—"Exclusive use" means for the exclusive use of members of this household. "Shared" means shared with other households.

Col. 25. Market value of property.—Note that the market value of the property includes all dwelling units and land in the property owned, even though some of the dwelling units may be rented to other households. "When the property includes two or more dwelling units, the value must exceed the value entered in column 7. When the property includes only one dwelling unit, the value must be the same as that entered in column 7.

Col. 26. Present debt.—Treat land contracts as first mortgages. If there is a mortgage or land contract on the property, enter the amounts now owed, not the original amount of the indebtedness.

Col. 31. Holder of first mortgage (or land contract)?
Bldg. & Loan Association..... Bldg. & L.A.
Com. Bk. = Commercial bank or trust company.
Sav. Bk. = Mutual or stock savings bank.
Life Ins. = Life insurance company.
Mtg. Co. = Mortgage company.
HOLC = Home Owners' Loan Corporation.
Individ. = Individual.
Other = Other.

U. S. GOVERNMENT PRINTING OFFICE 1944:25

LIFE ON THE NEWSFRONTS OF THE WORLD

Finland and Russia talk peace while Italy blows hot and cold over Britain's coal blockade



SVINHUFVUD

The word Peace flickered over Finland after more than three months of war. The military situation of Finland (see p. 34) was capable of developing only in the direction of desperation. At this juncture, the Allies, after three months of confused thought as to how the Finnish war could be turned to advantage, let out a strong hint that they might use their right, under the League of Nations declaration of Dec. 14, to send an army to Finland's aid through Norway and Sweden. The fact was that, though an Allied attack on Germany's northern flank has certain advantages, the Allies really do not want to take on Soviet Russia too. But the men in the Kremlin honestly believe that there is no bottom to the black-hearted villainy of the capitalist statesmen. Thus, Russia hastened to present a secret ultimatum to the Finns, presumably through Sweden, for peace before the Allies could arrive.

The terms of peace, according to the most reasonable rumors, were that Finland give Russia the Karelian Isthmus, Viipuri, the whole northern shore of Lake Ladoga including Sortavala, Petsamo in the north and the nickel mines, and, worst of all, the whole peninsula of Hanko for a naval base. To this last, Finland's Premier Risto Ryti reportedly gave a flat no, but his Foreign Minister Tanner was for surrender. On hearing the brutality of the terms, the neutral Swedes considered sending their northern army of 50,000 men against Russia. However, Finland's ex-President Pehr Svinhufvud went first to Stockholm, then to Berlin, to make contact with Russians. He was accompanied by Juho Paasikivi, who reported for LIFE (March 4) the amicable tone of the pre-war talks in Moscow. The U. S. Ambassador at Moscow, Laurence Steinhardt, saw Russian Foreign Commissar Molotov to do what he could. England felt serious consternation as it saw slipping away its chance to fight on Germany's northern flank. But actually any peace that leaves Finland its sovereignty would be a benefit to the Finns.

Coal to Italy. For six months of war, Britain permitted Italy to ship German coal from Dutch ports through the British blockade, because Italy needed the coal so badly. Meanwhile, it offered to sell Welsh coal in exchange for Fiat motors and guns, but Italy offered only olive oil, wine and farm produce. Finally, Britain announced that at midnight March 1 the traffic in German coal must stop. The Italian colliers, nevertheless, kept on sailing from Rotterdam. Italy sent Britain a scorching note and the whole Italian press breathed fire and brimstone. In the Italian evening papers that predicted a complete British backdown, the Italian editors were obliged to insert a small dispatch saying that the British had seized nine Italian colliers carrying 60,000 tons of coal. The British Enemy Exports Committee confiscated the cargoes, ordered seven more seized and released one because it had sailed just before midnight, March 1. The Italian press amazingly began to breathe "optimism" and compromise. Meanwhile, Germany rushed five trains of 50 cars a day to Italy carrying coal. Rail transport of coal is expensive, but Germany's coal is its chief exportable asset. At week's end, Hitler sent his Foreign Minister Joachim von Ribbentrop to Rome to give Mussolini new or-

ders. Finally, to offset the effect of Ribbentrop's visit, Britain released 13 of the colliers with their cargoes on condition that Italy send no more.

"Big Government." Because he is liberal, temperate and articulate, and because he freely recognizes past Big Business abuses, Wendell L. Willkie, president of huge Commonwealth & Southern Corp., is in a class by himself as a persuasive businessman-critic of the New Deal. Before a Toledo audience on March 4, Mr. Willkie was at his best in expounding his thesis that the trouble with the New Deal is not in the reforms it has attempted, but in the fact that while attempting them it has fallen into the very Big Business abuses of power which it set out to correct.



WILLKIE

These abuses of Wall Street in the "money-mad Twenties," he declared, are now shifted to Washington: 1) "concentration of excessive power in the hands of a few men"; 2) "use of this power and the money that goes with it to influence political decisions"; 3) "the manipulation of financial markets"; 4) "ruthless determination to destroy opposition and create a monopoly."

"Today it is not Big Business that we have to fear," concluded Businessman Willkie. "It is Big Government."

Mutiny in the Senate. While Republicans sat by in pleased unanimity, Democrats in the U. S. Senate put on a bitter and unbecoming fight among themselves and against their leader, Alben Barkley. The dispute arose from Senator Hatch's attempt to extend the provision of his "clean politics" act. The present Hatch Act, once opposed but now supported by Senator Barkley, forbids Federal employees from engaging in political activity. Senator Hatch proposed to extend his political-activity ban to all State employees paid wholly or in part from Federal funds. Out of his



MINTON

proposal came determined Democratic attempts to weaken the existing law. Against Hatch were two-thirds of the Democratic Senators, led by Senator Minton of Indiana, Party whip and assistant leader. For Hatch were Republicans and the minority of the Democrats, led by Barkley. Minton demanded that Barkley call a Democratic caucus on the matter. By caucus rule, each Democrat Senator would have to vote in the Senate as the majority voted in caucus—in this case, against Hatch. But Barkley refused the caucus. If he had to call one, he threatened he would resign his leadership. The Minton mutiny, but not the Party bitterness, subsided for a while.

Bird from Byrd. From Antarctica, where he was busy discovering new peaks and peninsulas, Rear Admiral Richard E. Byrd sent the Washington, D. C., zoo an emperor penguin, first bird of its kind to be brought north of the equator. Almost 3 ft. tall and golden-

breasted, he—or she, nobody knew which—lived in a refrigerator on the way up, ate 4 lb. of fish a day. Washington's reply to the gift was rather ungracious. Complaining that it had been misled when it gave Byrd \$350,000 for his expedition, House Appropriations Committee refused to recommend a further \$250,000 for fiscal 1941.



EMPEROR PENGUIN

Some Congressmen said they were scandalized that this Government-sponsored expedition should accept money for endorsing cigarets, dog food, etc., claimed moreover that the expedition has enough supplies to keep it in Antarctica for another year and a half.

Tourists. Two elderly British lady tourists marched into the American Express office in Paris and asked to be taken on a conducted tour of the battlefields.

PICTURE OF THE WEEK

From the winner's circle at the Santa Anita track, March 2, trudged an old bay horse, with rheumatic legs and knobby knees. Indifferent to the cheers of 75,000 Californians, he plodded slowly back to his stable, stood calmly while proud handlers removed his saddle and swabbed him down. Then with the patience of an old campaigner, he posed for a great profile picture (right).

To Seabiscuit, it meant nothing that he had just won the rich Santa Anita Handicap, become the biggest money-making horse in racing history. But to the rest of the U. S., it was about the biggest sports news of the year. An ugly grandson of Man o' War, Seabiscuit was sent to the races 35 times as a 2-year-old, won only five times. As a 3-year-old, he was a plater and a failure. Once he could have been bought for \$2,500, was eventually sold to Charles S. Howard, a Buick distributor, for \$7,500. Under Howard's silks, he started to go places, won 17 races in two years, seemed sure to pass Sun Beau's all-time money-winning record of \$376,744. But then, last winter, his legs broke down. He was retired to stud.

This winter, however, Howard decided to let him have one more crack at Sun Beau's record. Nobody was sure how his rheumatic legs would stand up under the mile-and-a-quarter of the Santa Anita Handicap. For over a mile, while the crowd roared him on, he hung close to Austin Taylor's Whichcree. Coming into the stretch, his rickety legs churning up the turf like mad, he streaked into the lead, flashed across the finish a winner by a length. His time: 2 min. 1 1/5 sec., a new track record. His purse: \$86,650. His total winnings in six years of racing: \$437,730.



SEABISCUIT WINS SANTA ANITA



Seabiscuit, history's greatest money-maker, poses for a profile after Santa Anita race

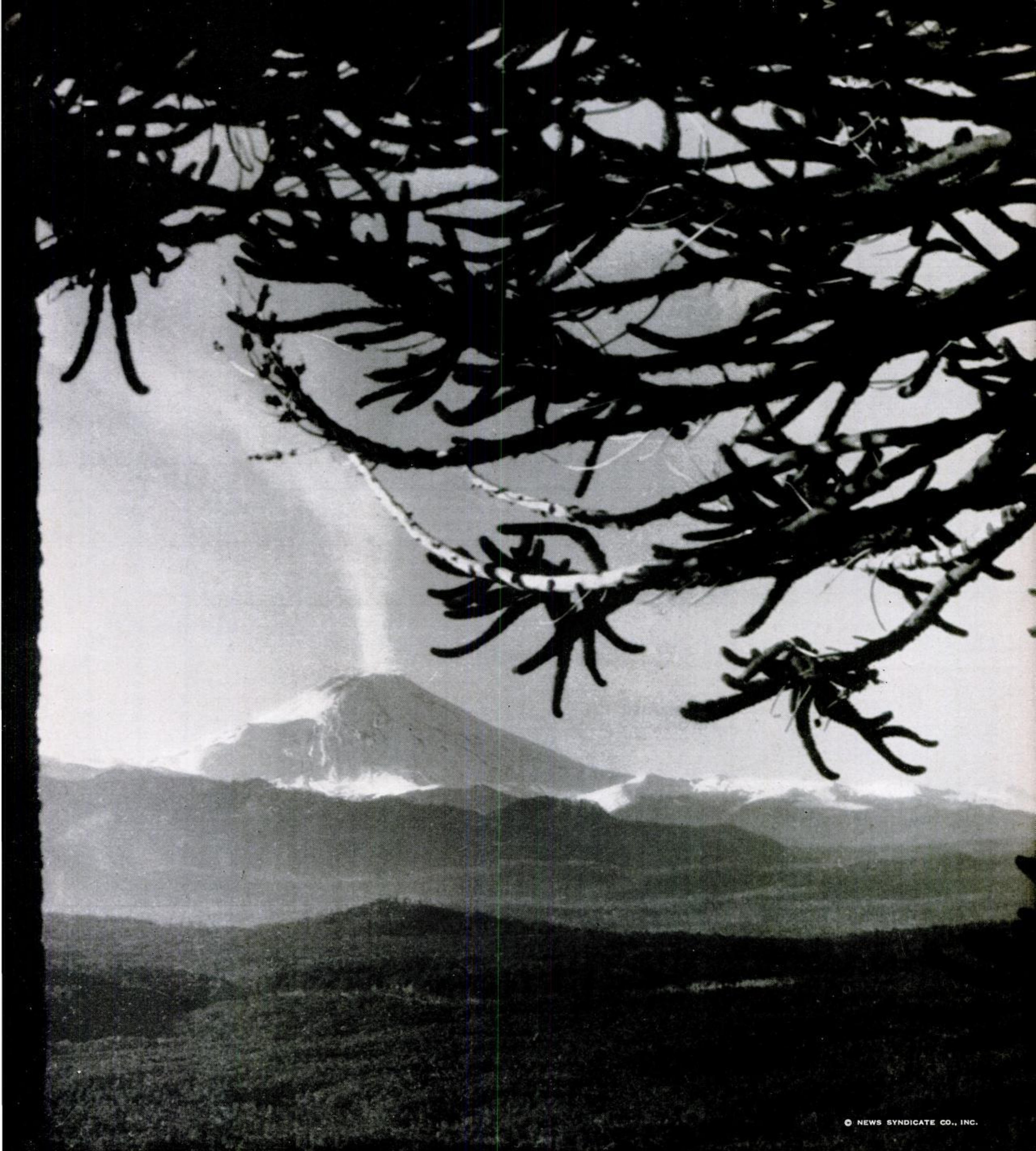


A RARE SIGHT OF TWO VOLCANOES ERUPTING SIDE BY SIDE AT THE SAME TIME IS PHOTOGRAPHED IN THE BEAUTIFUL VOLCANIC LAKE REGION OF SOUTH-CENTRAL CHILE.

TEAM OF VOLCANOES

TROLHUACO AND VILLARRICA SPOUT IN CHILE

This team of Andean volcanoes puffing their plumes into the clear air of Chile are probably the world's only two volcanoes that can be seen anywhere working together. They are Mounts Trolhuaco and Villarrica, the latter 16,000 ft. high and eternally snow-capped. This uncrowded landscape under the Andes is one of the most beautiful and neglected in the world. The dense Chilean forest, littered with the scarlet bells of the *copihue*, Chile's national flower, is deserted and silent but for the whistles of dim-colored birds. The streams and lakes leap with the greatest concentration of trout to be found anywhere in the world. The clue to this



© NEWS SYNDICATE CO., INC.

THIS PICTURE IS TAKEN FROM LAKE VILLARRICA, ONE OF THE WORLD'S GREATEST HAVENS FOR TROUT FISHERMEN. SPANISH CONQUEST WAS STOPPED HERE BY INDIAN WARRIORS

emptiness is to be found in the name of the trees in the foreground—the Araucarian pine.

Araucarian is the name of the Chilean Indian who 400 years ago stopped in its tracks the irresistible advance of the Spanish conquistadores in mid-Chile. The Spaniards fought among these volcanoes and lakes for 300 years without success. They had already conquered the northern parts of Chile, whose climates are the equivalents of those in Mexico and Italy. But this part of Chile was a combination of Switzerland and Japan, and beyond it, to the south, were areas

resembling Norway and Iceland. Three centuries of war and marriage with the Araucarians hardened the Chileans into the toughest people in South America. Today Chileans are proud of their virile Araucarian blood. But after the Araucarians had at last been subdued in 1882, though they were never actually conquered, the Chileans found this area too cold for comfort. Such people as moved in were European immigrants, chiefly Germans. About these lovely volcanoes are none of the usual Indian legends, for the Araucarian was a warrior, not a poet. The pine to which he gives his name is now used as a shade tree for cemeteries.

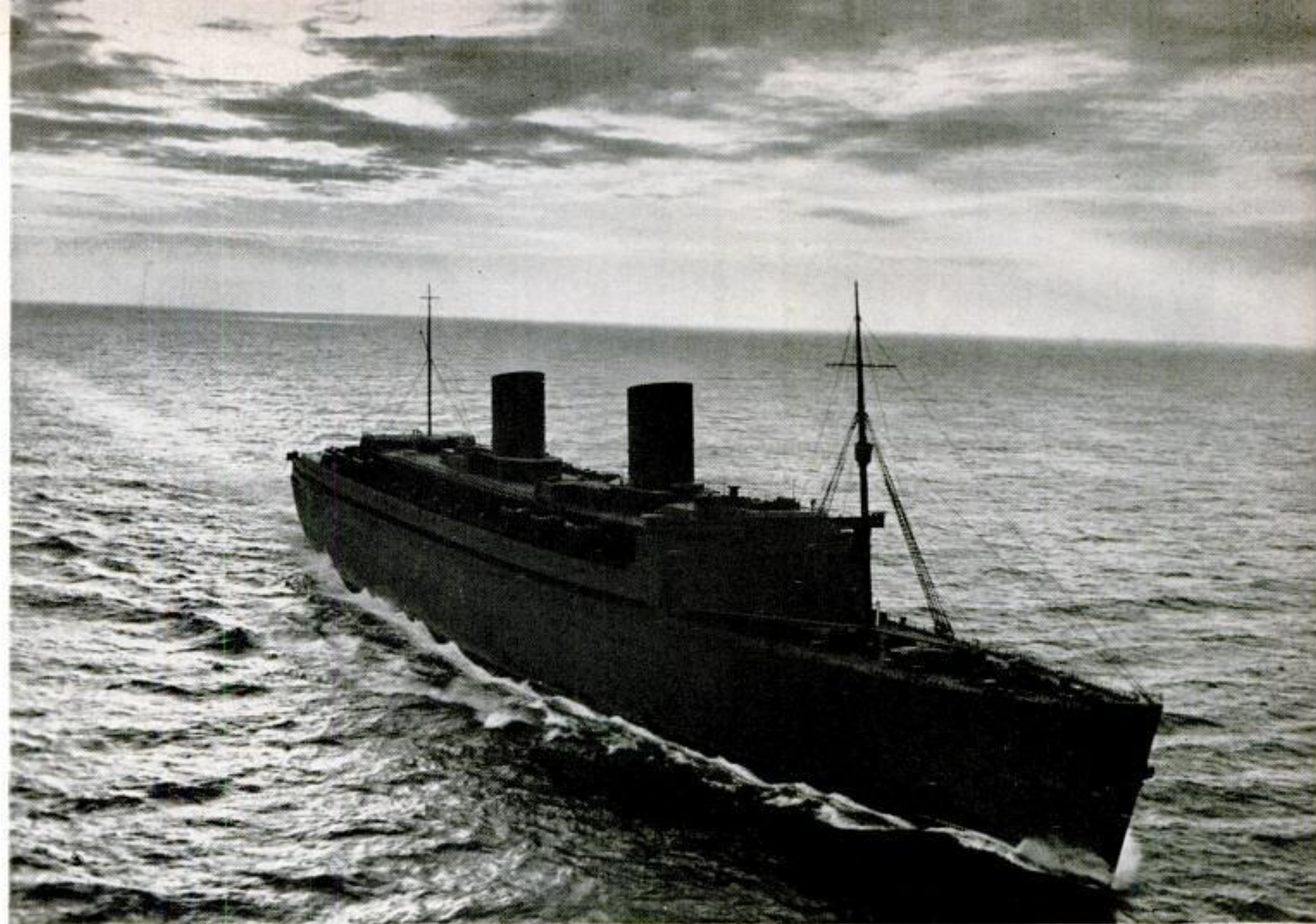
QUEEN ELIZABETH



WORLD'S BIGGEST SHIP CROSSES SEA TO SAFE BERTH IN NEW YORK HARBOR

Out of forlorn and perilous seas at dawn on March 7 loomed the great gray shape of the longest, largest ship afloat. Five days earlier, Britain's \$25,000,000 *Queen Elizabeth* had eased down the Firth of Clyde and vanished into the Atlantic, unheralded, untried, her lean lines swathed in gray, her broad decks empty under the sky. No hint of her errand passed the barriers of British censorship. Not till she swam from mists 400 miles off their eastern coast did Americans know another sea saga had been spun.

The crew had believed their ship bound for Southampton. Then sealed orders were opened and the huge unfinished vessel zigzagged west, off regular lanes, protected from roving submarines by her great speed (maximum: 33 knots), from magnetic mines by a strange new girdle of counter-charged cables. Small, astonished crowds watched her enter New York Harbor and loaf up the Hudson to her berth beside the *Queen Mary* (below, left).



A misty sunrise over her stern, the *Queen Elizabeth* speeds toward America's shores 45 miles away. She mounted no guns, no armor save a secret anti-mine at-

tachment of electric cables strung below her promenade deck. Destroyers supposedly escorted her to sea; thereafter, speed was her only submarine defense.



The world's three greatest liners lie side by side in their Hudson River berths. At left is the newly arrived *Queen*

Elizabeth, 1,030 ft. overall, 85,000 tons; next, the *Queen Mary*, 1,019½ ft. overall, 81,235 tons; at right, the *Normandie*,

1,029 ft. overall, 83,423 tons. Unfinished inside, the *Queen Elizabeth* carried only enough lifeboats for her crew of 378.



CLIPPING ALONG AT 50 M. P. H., UNATTACHED TRANSIENTS SURVEY THE NEW MEXICO LANDSCAPE FROM CHOICE SEATS ATOP A SOUTHERN PACIFIC FLATCAR LOAD OF TRACTORS.

TRANSIENT WORKERS RIDE THE RAILS ON SPRINGTIME TREK TO CALIFORNIA FARMS

Winter still hung last week over most of the land. In the North there was ice. In the Southeast, resorts soared to the peak of their winter boom. The vernal equinox was still a fortnight away. But through the great States of the Southwest there filtered the vanguard of a prophetic migration as regular, as indicative of spring, as the tardier passing of northern birds. Up out of Texas, where they had planted winter onions and picked spinach along the Rio Grande, up across New Mexico and Arizona into California's rich valleys rolled an army of migrant agricultural workers, heading for the lettuce and pea harvests of March, and the melons, apricots and peaches of the later spring.

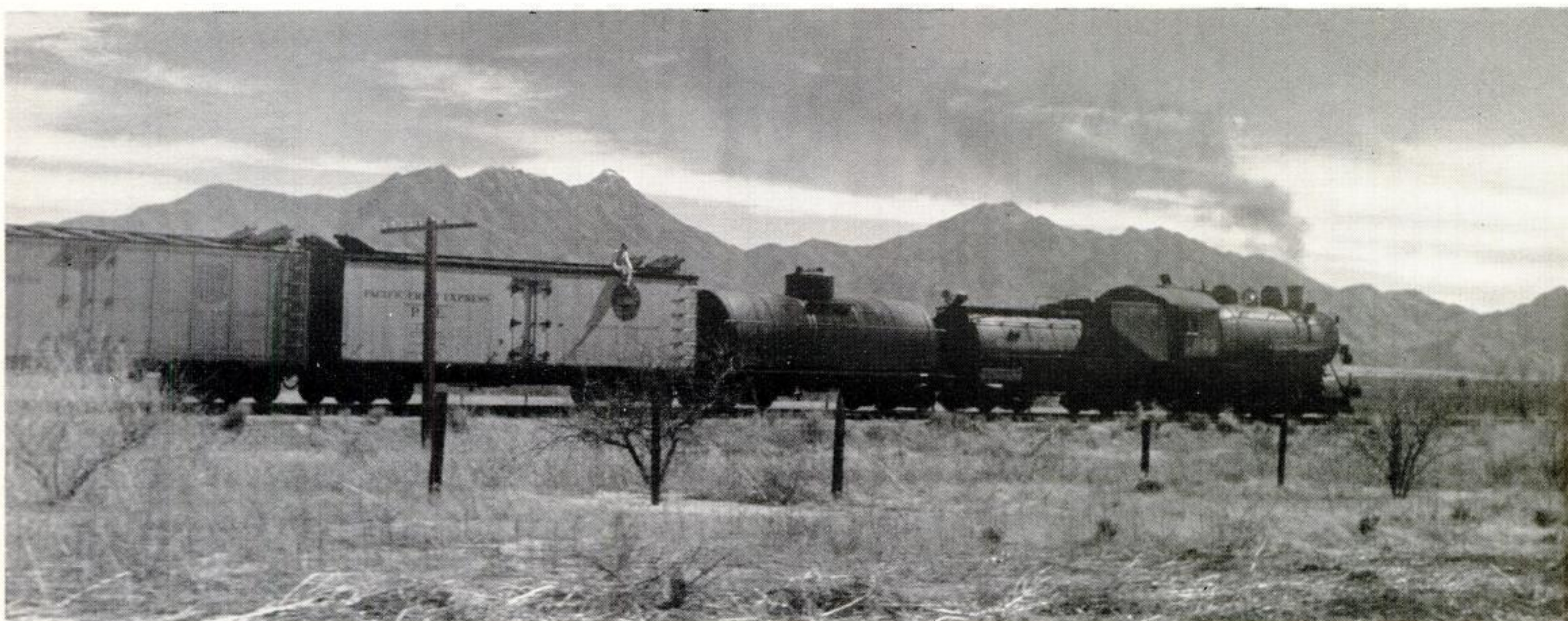
Like hobos, from whom they are often outwardly indistinguishable, America's growing hordes of unattached transient workers ride the rails. On these pages you see spring's first battalions heading west, via a Southern Pacific freight, along the wandering workers' well-worn way from El Paso to the coast. There is a grim irony in their passage, for they are riding de luxe on a flatcar load of new tractors, their potent, tireless competitor on today's vast mechanized farms. Though many a man on this car may find work in California fields, it will not be atop a tractor seat.



At Deming, N. Mex., free riders hold their seats, apparently without fear of brakemen or police, who every year eject over 4,000,000 hobos, transients and runaways from U. S. railway property.



TRACTORS AND TRANSIENTS ARE BOUND FOR CALIFORNIA'S GREENING VALLEYS. THIS PHOTO WAS TAKEN BY MOTORIST PACING THE TRAIN ON HIGHWAY WEST OF EL PASO



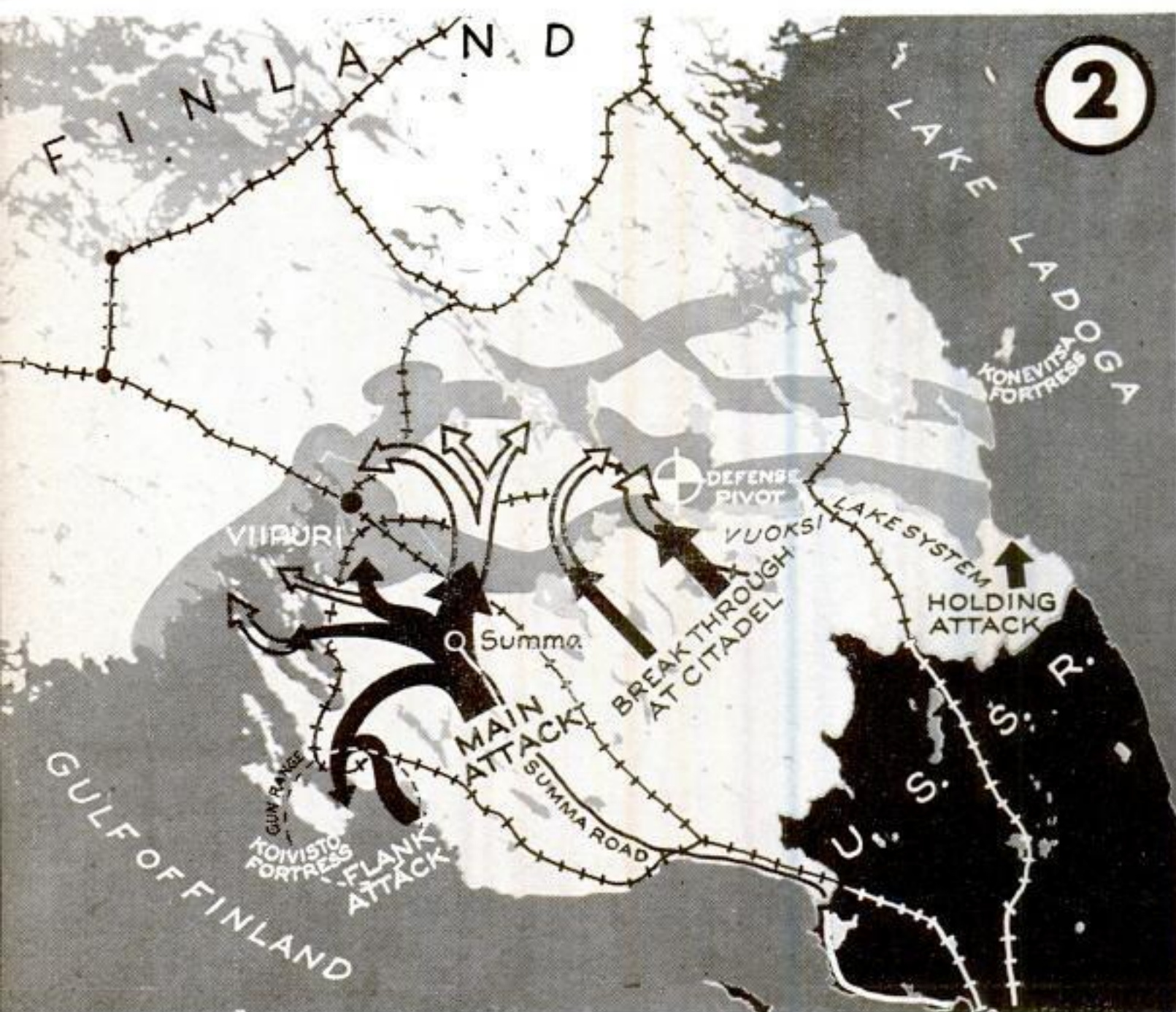
California bound, the Southern Pacific chuffs past New Mexico's jagged mountains, drawing its load of machines and men.

Note the lone individualist atop Pacific Fruit Express boxcar. A WPA survey showed that 70% of the country's unmarried

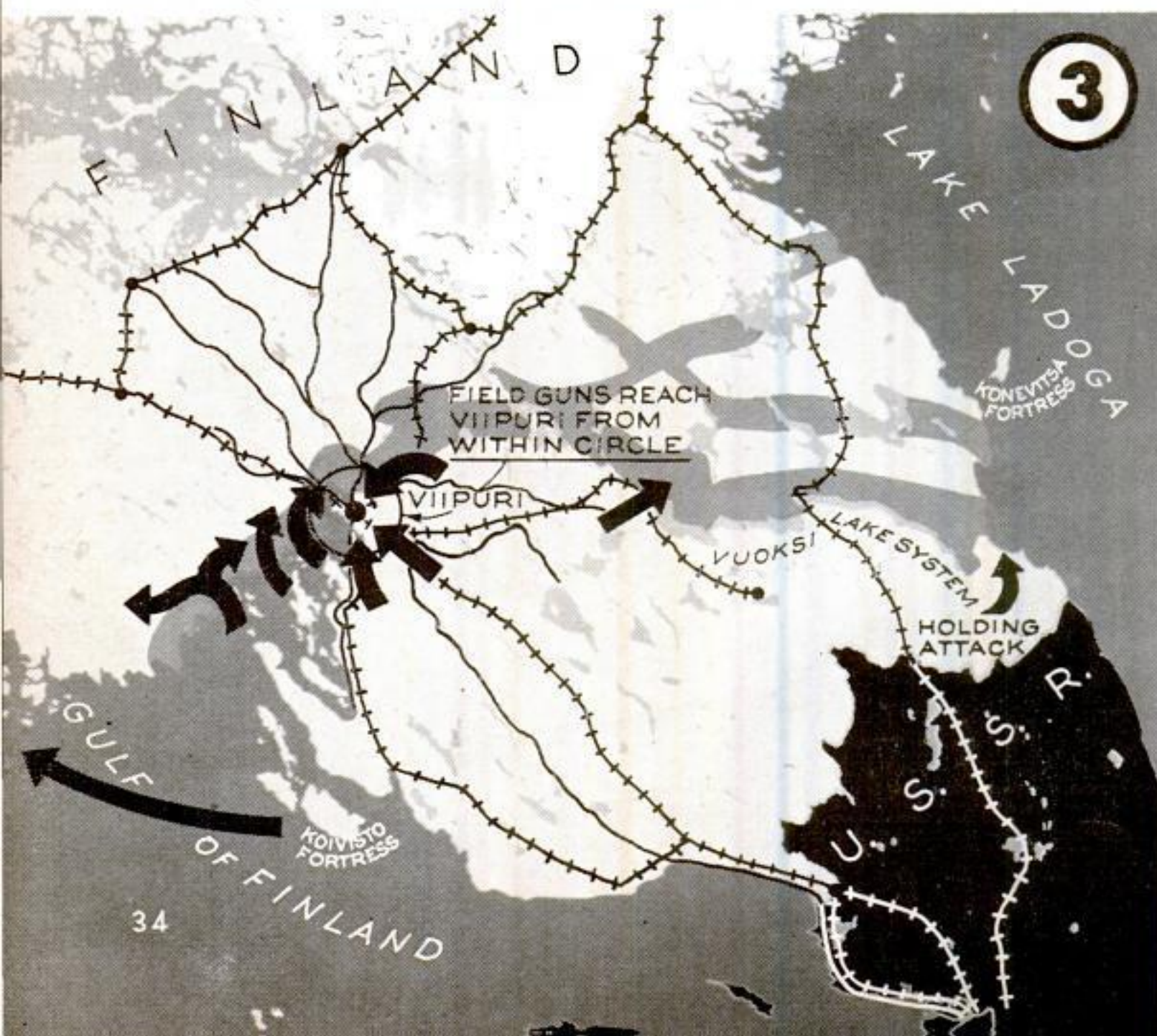
transients prefer rail-riding to hitch-hiking. Of transient families, 45% own jalopies, 31% hitch-hike and 3% ride the rails.



Russian penetration took from Feb. 1 to 16, while holding attacks on the right kept Finns from reinforcing the other end of their line. Notice the Defense Pivot around which the Mannerheim Line with its three battle zones is built, allowing either wing to swing back.



Second attack (white arrows) broke through Kämärä salient of second zone on Feb. 28, after mop-up attacks (black arrows) had widened the gap. Below is shown the envelopment of Viipuri, key ganglion of a web of roads and railroads. Russians cross on the ice.



FINNISH LINE BREAKS

by MAJOR GEORGE FIELDING ELIOT

Finland's commander in chief, Field Marshal Baron Mannerheim, once said he would be satisfied if Finland could defend itself against Russia for two months. Two months after Russia's invasion, Mannerheim still held the so-called Mannerheim Line across the Karelian Isthmus. The reason was that up to Feb. 1 the tempo of the Russian invasion had been experimental and spendthrift. But after Feb. 1 the Russians got down to business. What they then did to the Mannerheim Line in five short weeks is shown on the maps on this page. The point of this disaster is that now things must get progressively worse for Finland. No longer are the Finns gallantly defending with their small forces a short line. Now the Russians can attack all along an extended line, on a scale that the Finns cannot possibly counter.

The Mannerheim Line was built to withstand the so-called "infiltration attack" developed at the end of the World War. Instead of being a line of fixed forts like the Maginot Line, each zone is a complex of small positions that get stronger and more numerous the farther the enemy penetrates. The enemy filters in where the resistance is weakest, then is counterattacked in strength by the defenders where he can be hurt worst.

The Russian attack on the Mannerheim Line may be divided roughly as follows:

1) *Penetration.* Behind a terrific artillery attack from guns firing close behind the troops, the Russian tanks and infantry made a hole in the Mannerheim Line along the axis of the main Viipuri-Leningrad railway. At the same time they smashed the all-important citadel of Muolaa in its ring of lakes, which threatened the right flank of the advance. They were checked by the second battle zone.

2) *The dangerous salient thrusting into*

the Russian lines was the next objective. This was the classic moment for a Finnish counterattack but the Finns lacked the reserves to deliver a telling blow. Instead the Russians hit their salient from two sides, cracking the second battle zone. Meanwhile smaller units swung out toward the sea, penetrating to the coast above Koivisto and widening the gap of the penetration.

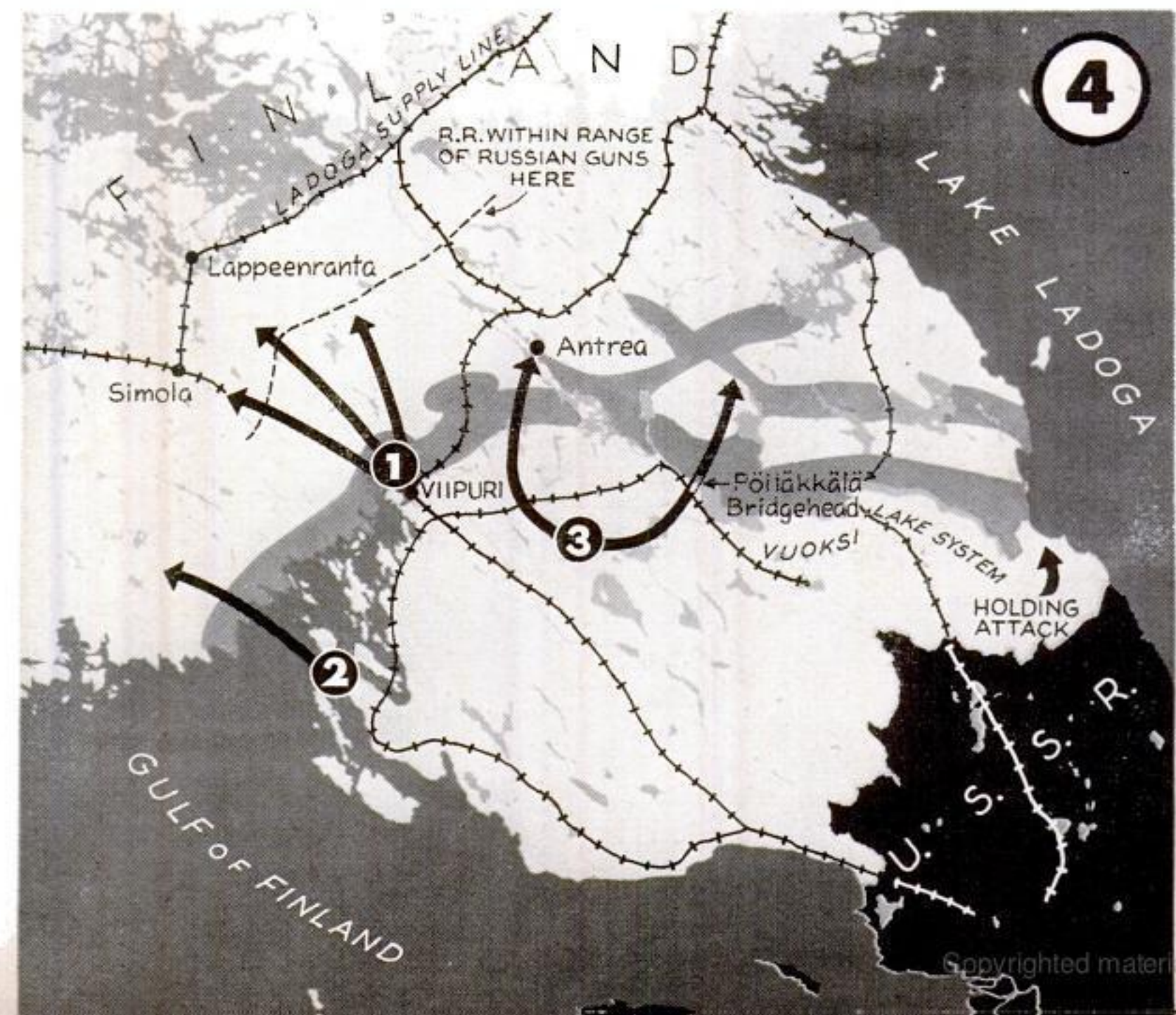
3) *The envelopment of Viipuri* was the necessary first step toward the occupation of Viipuri. Possession of Viipuri itself, controlling the whole road system, was essential in order to let through large mechanized forces for the pursuit. South of Viipuri the Russians pushed across the ice and gained a foothold on the northern shore of the Gulf of Finland. Their troops had already cut the principal supply line of the Finns to the center of the Mannerheim Line.

4) *Probable Russian plan* for the immediate future. The main lines this will probably take are shown on Map 4. The Finnish armies left holding the eastern end of the Mannerheim Line are in danger of being cut off. The Russians are already trying to break the Vuoksi lake line at its narrowest point, the Pölläkkälä bridgehead, are heading for the rail junctions near Antrea and beyond that supply the troops north of Lake Ladoga and will soon head for the Simola-Lappeenranta railroad. They will hammer home all their attacks simultaneously, including the drive down the shoreline.

The further development of the Russian plan will certainly force the Finns to consider whether they ought not to pull out of the eastern part of the Mannerheim Line, abandon the Karelian Isthmus and fall back westward and northward. Their only chance, as it was that of the Poles, is that the ground will turn wet under the invaders' tanks and armored cars, with an early spring thaw.

Final stage is a widening fan of attacks against depleted Finns. ① is probable drive on the Ladoga supply railway; ② shows drive along the Finn-

ish coast, already under way; ③ shows attacks northward toward railroads feeding east end of Mannerheim Line, by which troops must retreat.



OLDS COVERS A LOT OF GROUND - even when standing still!

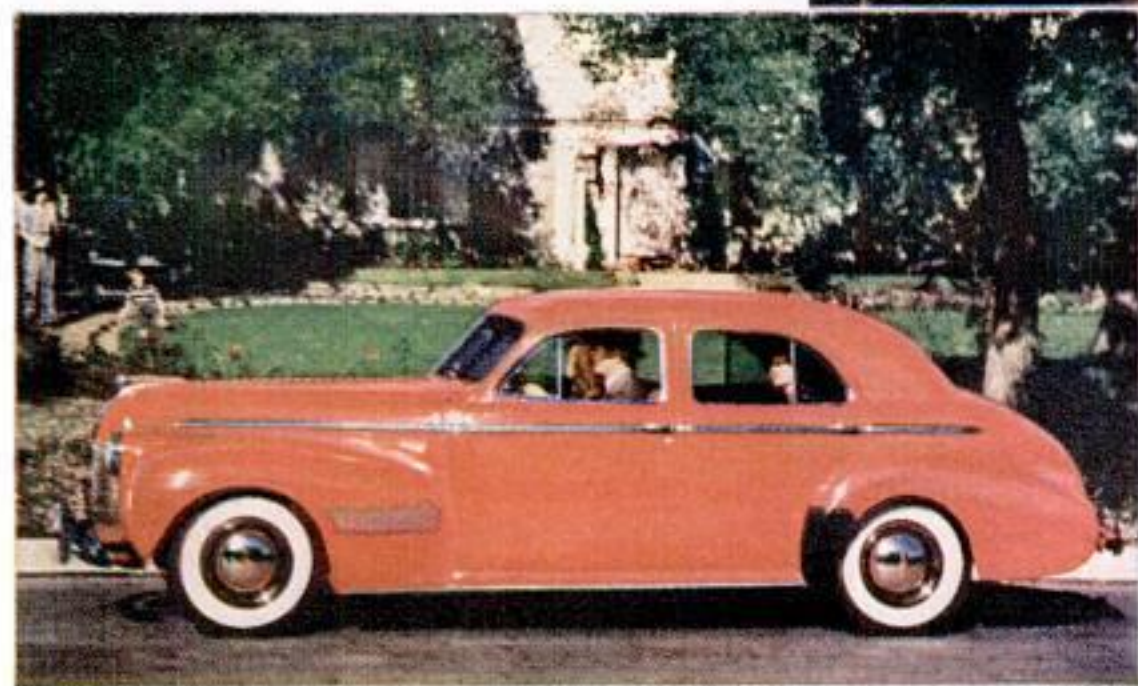
SEVENTEEN and a half feet over all—that's the length of the magnificent 110 H. P. Oldsmobile Custom 8 Cruiser. And it's crowned by the longest, roomiest, Unisteel Turret Top Body ever built by Fisher—a body with a front seat five feet wide. Bigger and better, too, are the low-priced Olds Sixty and the long-popular Olds Seventy. So, if it's size and roominess you're after, just take the measure of an Olds!

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No gears to shift, no clutch to press with Oldsmobile's Hydra-Matic Drive. It steps up performance and improves economy. Optional at extra cost on all 1940 Olds models. Try it, it's a thrill!



OLDSMOBILE

BIGGER AND BETTER IN EVERYTHING!



AMERICA'S BIGGEST MONEY'S WORTH

**"I've just discovered
a beauty!" says
Madeleine Carroll**

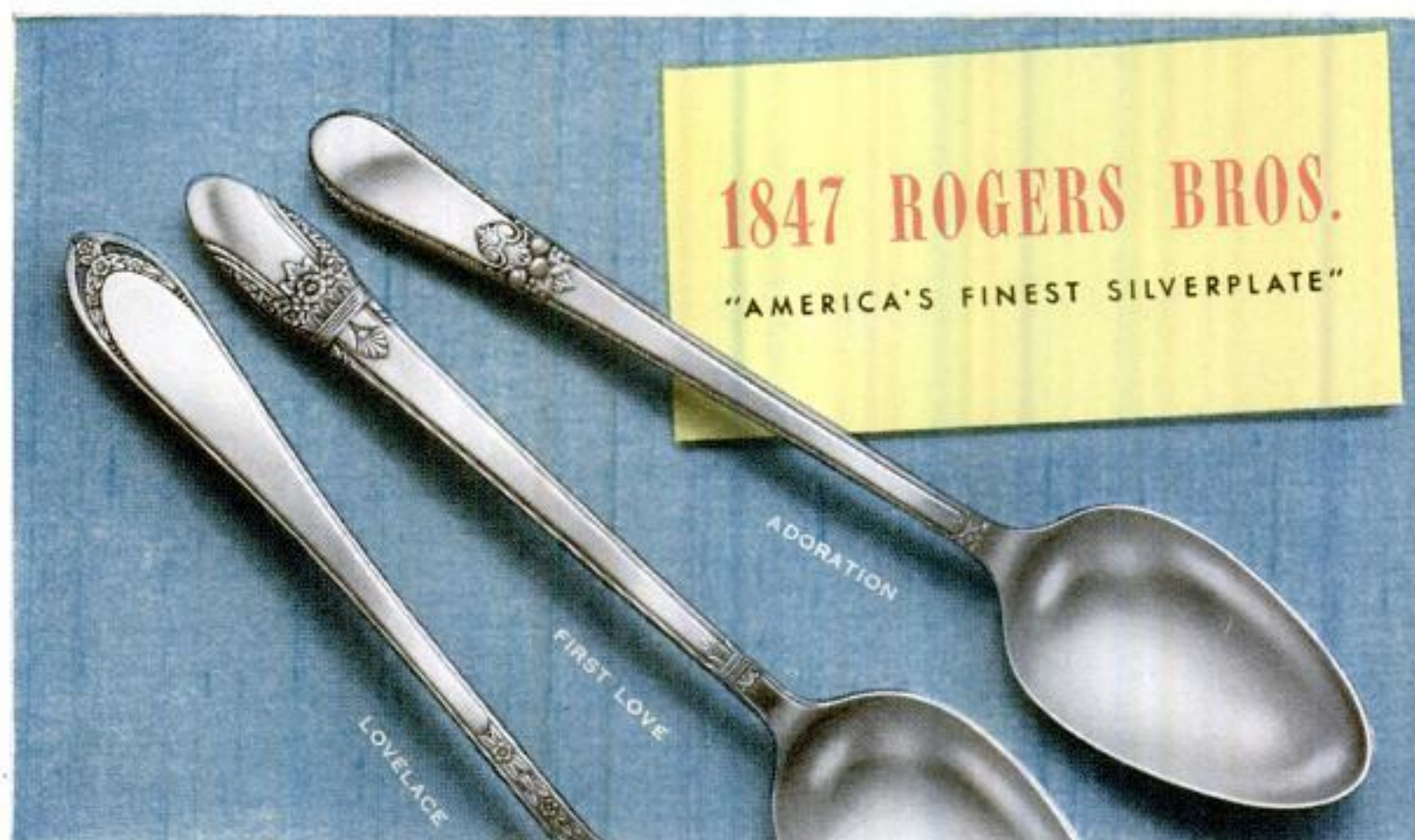
Caught by the cameraman in a talkative mood, Madeleine Carroll, who will soon appear as star in a Paramount movie triumph, "Safari," says:

"Do you know how a lilting poem—or an exquisite song—will sometimes stop you in your tracks and make you catch your breath with the sheer impact of its loveliness?"

"Well, that's how I felt when I went with a friend of mine to choose her pattern in tableware and found 'Adoration.'"

"It's 1847 Rogers Bros.' newest—and it's an inspired piece of designing. Simple, yet magnificent!"

"When I picture a whole table set in this incomparable pattern, why, I'm picturing what every woman dreams of, in a home of her own."



Which—for you? Is it Madeleine Carroll's—"Adoration"—the new 1847 Rogers Bros. beauty? Its richly raised contours have the look of sterling, for until now only sterling has had such craftsmanship. Or

"First Love"—choice of another famous star—its motif a marvel of deep carving? Or "Lovelace," with its orange blossom piercing? See all the 1847 Rogers Bros. beauties at your dealer's tomorrow.



Look for this Engagement-Time display—and real news—in your dealer's window. Starting sets of 1847 Rogers Bros. are at the lowest prices in years. Service for six in any pattern, \$28.95; for eight, \$37.95. Every piece bears the 1847 year-mark to prove it authentic. Ask about easy terms. International Silver Company, Meriden, Conn. Prices slightly higher in Canada.

● **TUNE IN EVERY SUNDAY**—Leading dramatic stars in "THE SILVER THEATER." 6 P.M., E.S.T.; 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T.; Coast-to-coast Columbia network.



STUDENT SKIERS TAKE CLIMBING LESSONS EN MASSE FROM SKI PATROL ABOVE TIMBERLINE LODGE ON MT. HOOD, ORE. SNOW, FALLING HERE, IS OFTEN 18 FT. DEEP

NATIONAL SKI PATROL MAKES PERILOUS RESCUES HIGH ON SLOPES OF MT. HOOD

In five years, skiing has transformed many a lonely winter hillside into a popular playground like the one in the picture above. But the sport caught on so quickly that it brought with it an epidemic of broken legs and ankles, sprained knees and backs. Many of these accidents need never have happened, others were aggravated by exposure and lack of care. Anxious for a remedy, the National Ski Association last year set up the National Ski Patrol to co-ordinate and improve existing local patrols. Patrols are now present on slopes and trails of most of the chief ski centers, rescue accident victims, administer first aid.

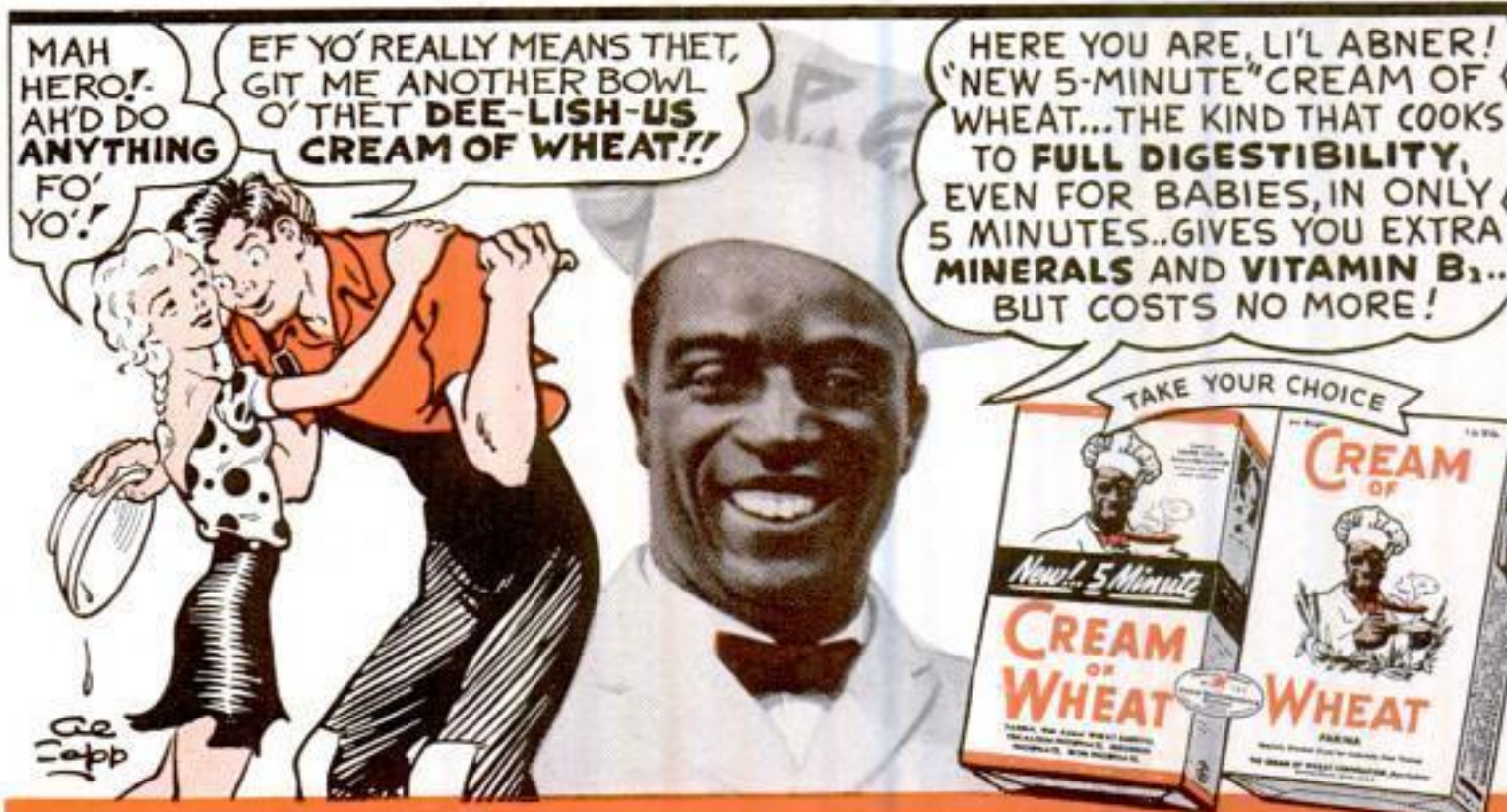
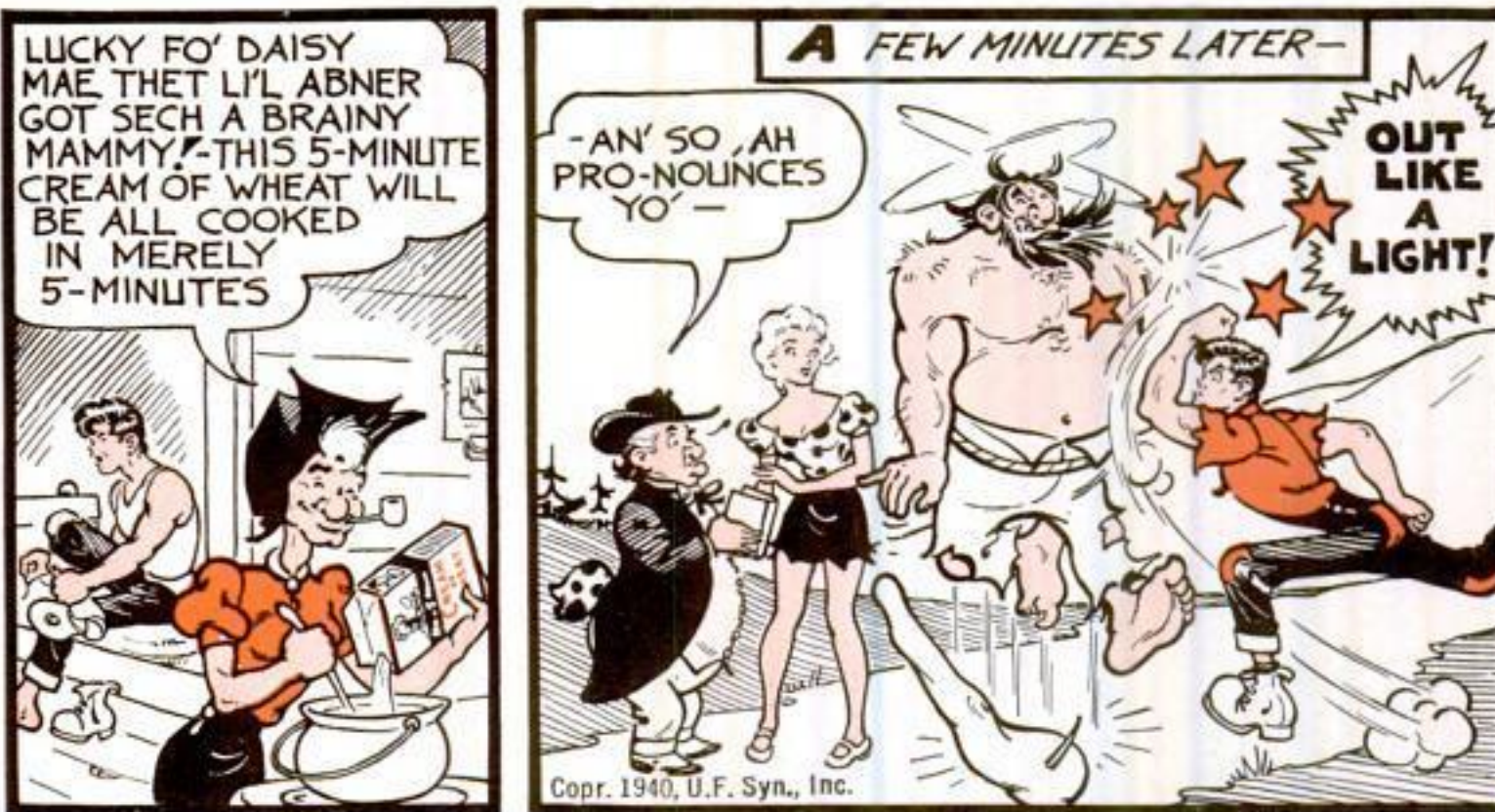
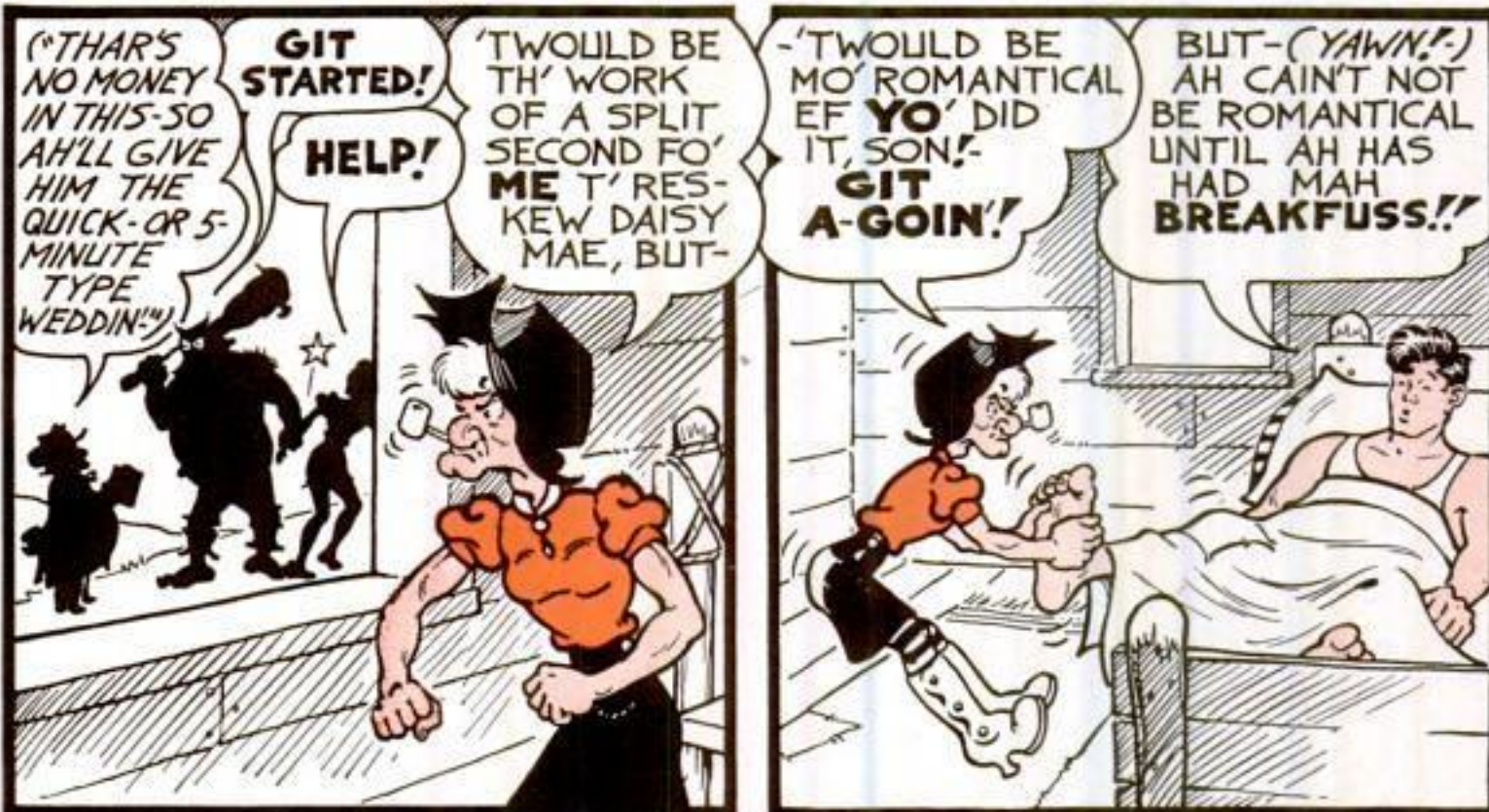
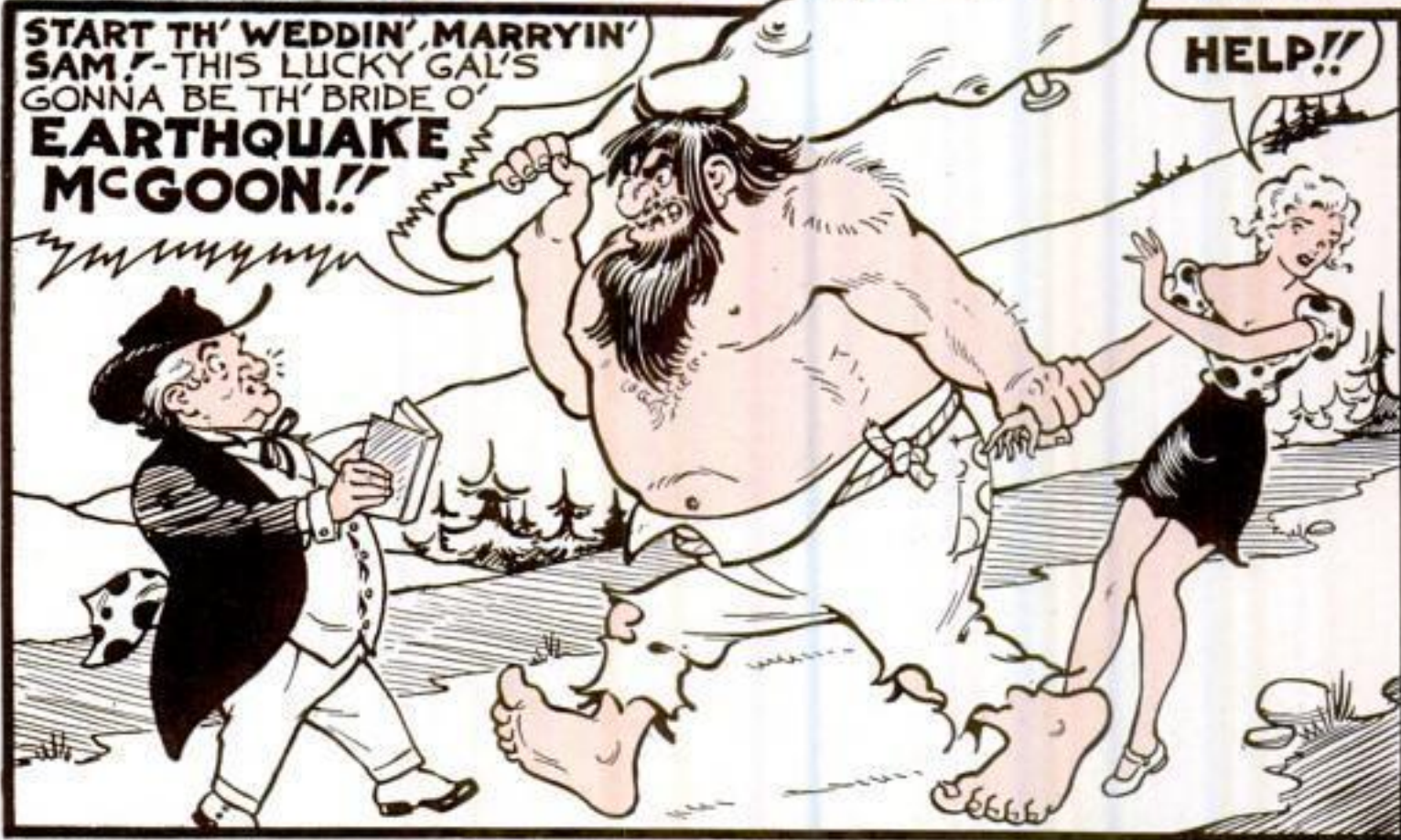
Ski-patrol service is voluntary and unpaid, but membership is limited to accomplished amateurs who have passed the Red Cross 20-hour first-aid course. Patrolmen instruct novices in safety precautions and promote ski ethics like walking up the sides of trails, refilling "sitz-marks" or "bathtubs" (the divots of skiing). Their studies reveal that most mishaps befall over-zealous tyros and tired skiers in late afternoon. Their advice to beginners: "Don't try to do too much." To all skiers: "Never ski alone. Stop when you're tired." For an actual rescue of a girl with a broken leg by the Mt. Hood ski patrol, turn the page.



Mt. Hood ski patrol, all volunteers, give instruction and guard trails, are called best in the U. S. Red Cross training required is roughly similar to that of Life Saving Corps.

LI'L ABNER by AL CAPP

Reg. U. S. Pat. Off.



NOW TWO KINDS—"NEW 5-MINUTE" and "REGULAR"

CREAM of WHEAT

"Cream of Wheat" Reg. U. S. Pat. Off.

Ski patrol (continued)



Broken leg felled Nell Rice on trail two miles above camp. A ski patrolman found her and telephoned for a rescue toboggan from Timberline. In preparation for the



Wild bounces like this one, on way to camp, explain need for splints. Andy Anderson, steering astride, guides toboggan into steep stretch known as "Breakleg Hill."



long run downtrail to Government camp's first-aid station, patrol binds on temporary "traction" splints, here places heat pad on abdomen of snugly wrapped victim.



Miss Rice is rushed into first-aid station at bottom of the trail. Speedy rescue is essential because actual injuries are usually less dangerous than shock and exposure.

CONTINUED ON NEXT PAGE

ART of making a good highball



BEGINNERS often go astray and use carbonated local tap-waters. Little do they know it takes a *mineral* water, like White Rock, to improve the flavor and to make all highballs taste better.



PORTRAIT of Psyche at the springs, where White Rock is filtered up through 1400 ft. of sandstone. The result? It has over 4 times the mineral content of tap-water. Is perfect for mixing.



STILL LIFE in White Rock even after 30 minutes. Keeps a drink keen and bubbling to the very end. Another reason why: *Good whiskies deserve White Rock . . . all other whiskies need it!*

White Rock

ON THE ALKALINE SIDE

Inside story of the Easter Parade

by

Ruth Stone
FASHIONIST FOR
HICKORY
THE FOUNDATION OF LOVELINESS

THE intimate "inside story" on this year's Easter Parade gets right down to the foundations of the fashion picture. Those long torso lines and young contours blossoming out on the boulevards won't "just grow" beneath the cleverly designed costumes in the Spring crop. Your high bosom, neat waist, smooth hips and flat front are molded by Hickory Foundations of Loveliness. With reasonable regard for your clothes budget, new figure loveliness can be naturally—and comfortably—yours!



"MURAL" by HICKORY

"MURAL" FOUNDATION styled by Hickory. Waistline gussets on the satin Lastex back panel and the flattery of the all-lace uplift bra distinguish this hip-smoothing power leno Lastex zippered all-in-one. Gusseted satin panel for front flatness and thighline ease. Average and full figures. \$10.*



"LURANET" by HICKORY

"LURANET" FOUNDATION styled by Hickory. All-in-one with high-cut satin Lastex back panel topped with waistline gussets. Comfortable power net molding of hips. Lined satin boned front-flattening panel. All-lace uplift with stitched under-bra. Zipper. Luxury details. \$18.*

"DURANET" HI-LACER GIRDLE styled by Hickory. Front lacing and all-around light boning to tuck in your tummy and lengthen your torso. Firm hip-control and panelled front and back smoothness comfortably combined. 8" zipper. \$7.50.*



"DURANET" HI-LACER
by HICKORY

If your favorite corsetiere hasn't exactly the Hickory model you desire, write me for where-to-buy-it information. Ruth Stone, Fashionist, 1150 W. Congress St., Chicago. A. STEIN & COMPANY, Chicago, New York, Los Angeles, Buenos Aires, Toronto. Associate Manufacturer—Dowd Corset Co., Pty., Ltd., Melbourne, Australia.

*Prices slightly higher on Pacific Coast and in Canada.

Ski patrol (continued)

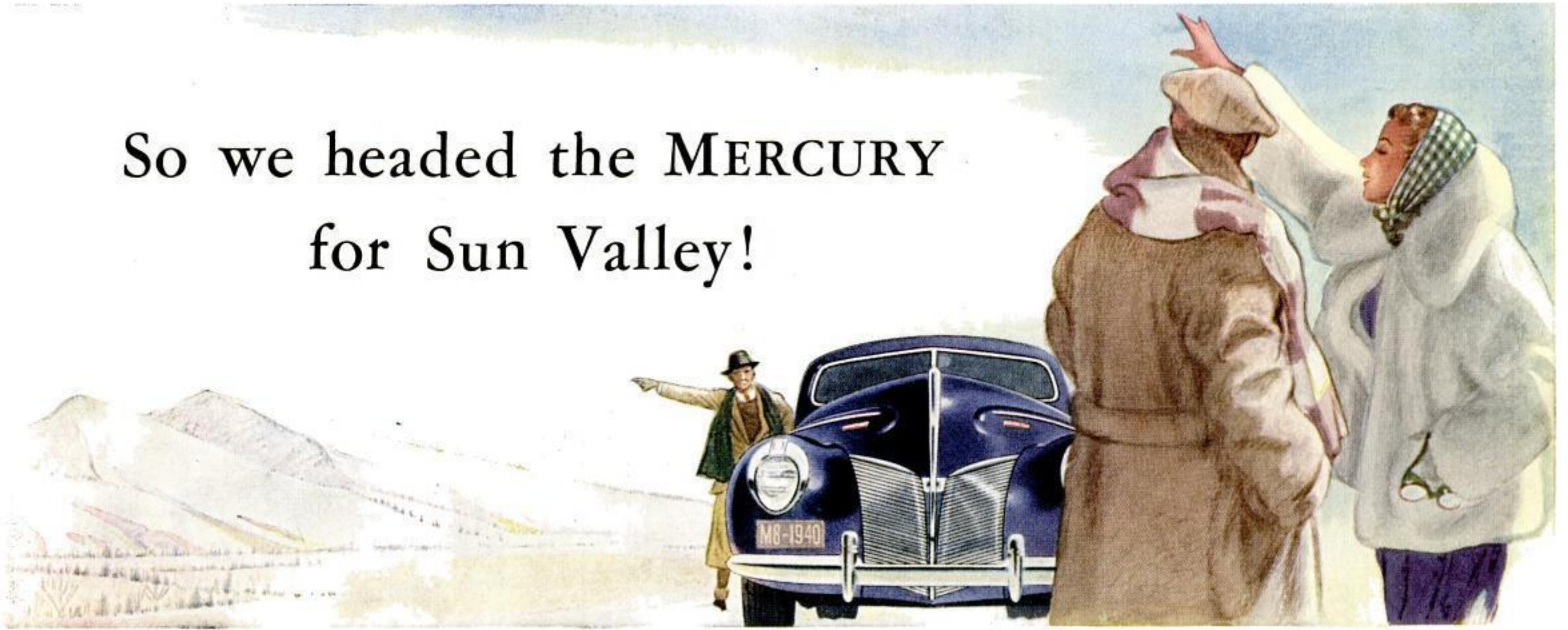


Timberline Lodge, 6,000 ft. high, lies halfway up rugged Mt. Hood. Built by WPA, operated by the Government, skiers' paradise has a mile-long \$80,000 chair ski lift.

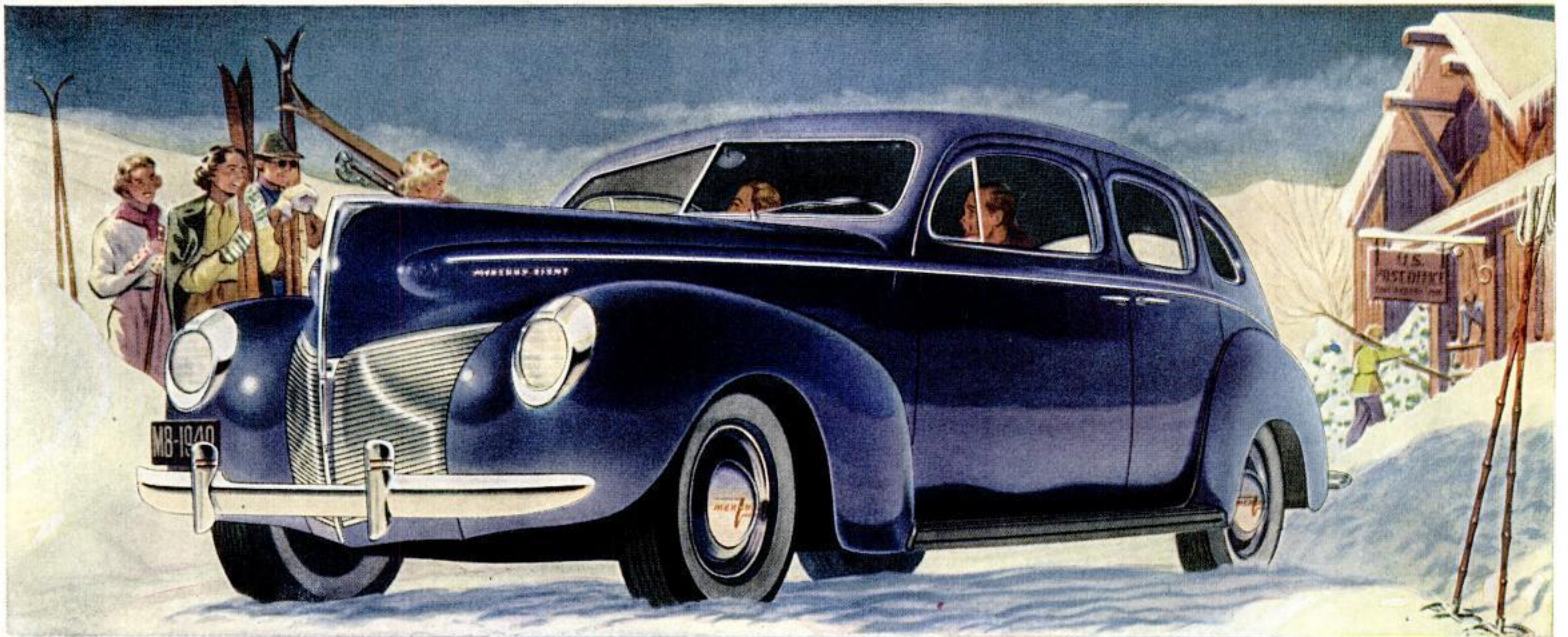


Ski-patrol mascots are Breuhl and Lady, Timberline's St. Bernards. They carry no flasks, Breuhl once had to be rescued from a ledge just below summit (11,245 ft.).

So we headed the MERCURY for Sun Valley!



"Weather clearing—skiing good," the paper said. "Four feet of snow at Sun Valley." Six signed up, so we drove my big Mercury 8. The way that car's lines widen out means just the difference between crowding and comfort. You'd be surprised how many miles we made a day—I could drive that car 500 and never know it! You don't really *drive* the Mercury—you *guide* it!



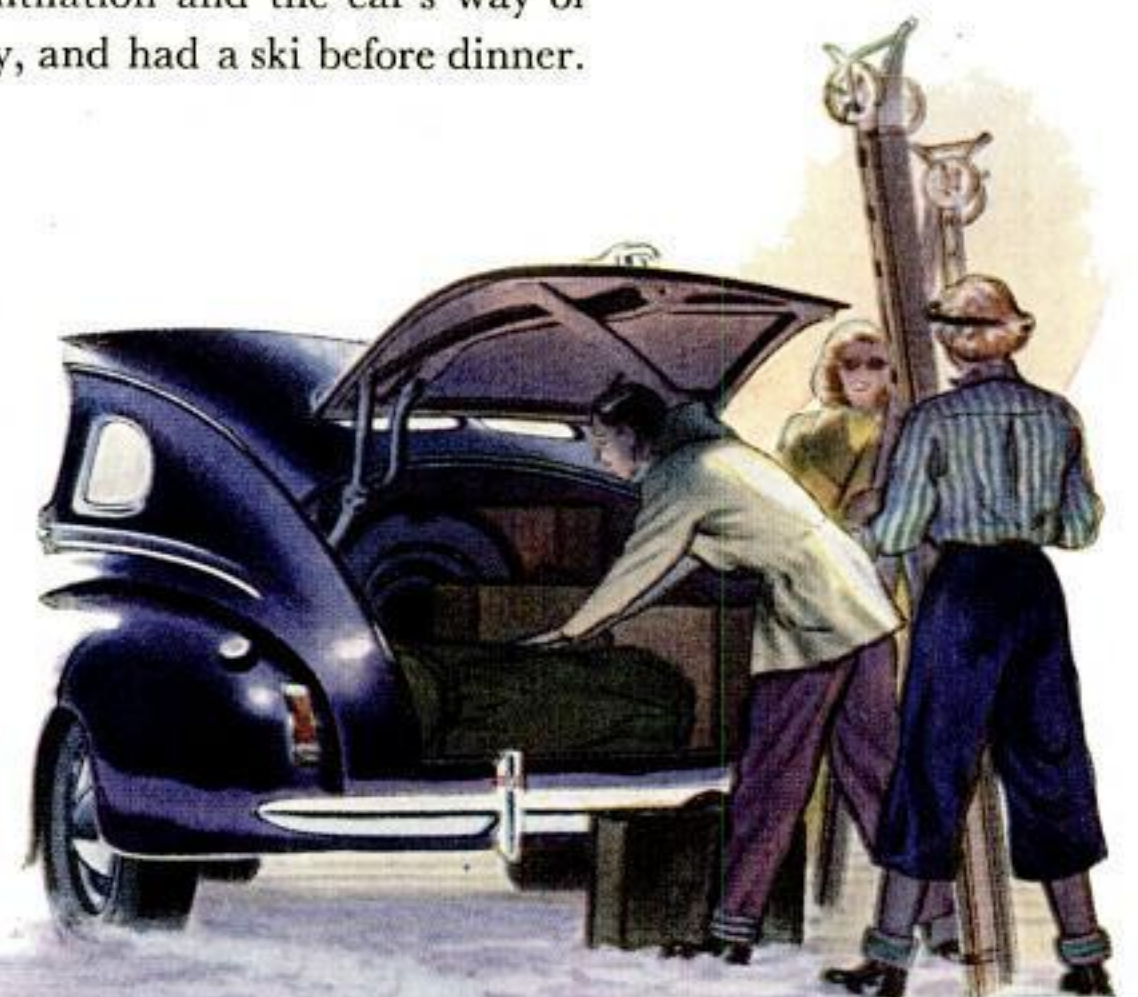
Mountain driving in winter is something! Rutted snow underfoot, hairpin turns—and plenty cold—a great test for the Mercury and that smooth, quiet 95-hp V-type engine. Matter of fact, with the new Controlled Ventilation and the car's way of hugging the road, it was easy as watching a travelog. We did 200 mountain miles the last day, and had a ski before dinner.



A long trip emphasizes Mercury 8 advantages—the features that earned this great car its sensational first-year success. When you reach the end of a day's drive relaxed and unwearied—you'll thank the Mercury's easy wheel, the roominess of its extra-wide seats, and the restful comfort of its stabilized, soundproofed construction. The high power-to-weight ratio and big hydraulic brakes justify your confidence. And when you add up expenses, you'll approve the Mercury's outstanding feature: real **ECONOMY** (up to 20 miles per gallon of gasoline, say owners!).

Mercury 8

Built by the Ford Motor Company—distributed by Mercury, Lincoln-Zephyr and Ford dealers





PANTRY FEAST—that “touches the spot” with youngsters and grownups alike! If you don’t already know what a brand new taste thrill Ritz brings to familiar every-day foods—find out

right away! It’s the crunchy golden cracker that is really *different*—whose crisp freshness and flavor are *sealed in* by a special baking process. Don’t be disappointed—always order **RITZ!**

It’s a wise woman who glorifies old stand-bys with RITZ



GOOD FOR YOU—bracing tomato juice dressed up with a sprig of watercress and a lemon slice—and oh! *so tempting* when served with Ritz! This delicious cracker adds flair and flavor to *any* first course—that’s one reason why smart housewives are never without Ritz.



TRIED THIS ONE? Apple, snappy cheese and Ritz—to finish off a meal or as a late evening snack. A glorious new flavor combination, and just one of the hundreds of ways Ritz helps out on menu problems. Ritz comes to you fresh in moisture-proof packages. Order it today!



TO THE WIVES AND MOTHERS of America there is one symbol that stands for the finest in quality, purity, freshness and flavor in crackers and cookies. It is this red NBC Seal of National Biscuit Company. Always look for it when you buy.

IT’S AMERICA’S FAVORITE CRACKER • A PRODUCT OF NATIONAL BISCUIT COMPANY

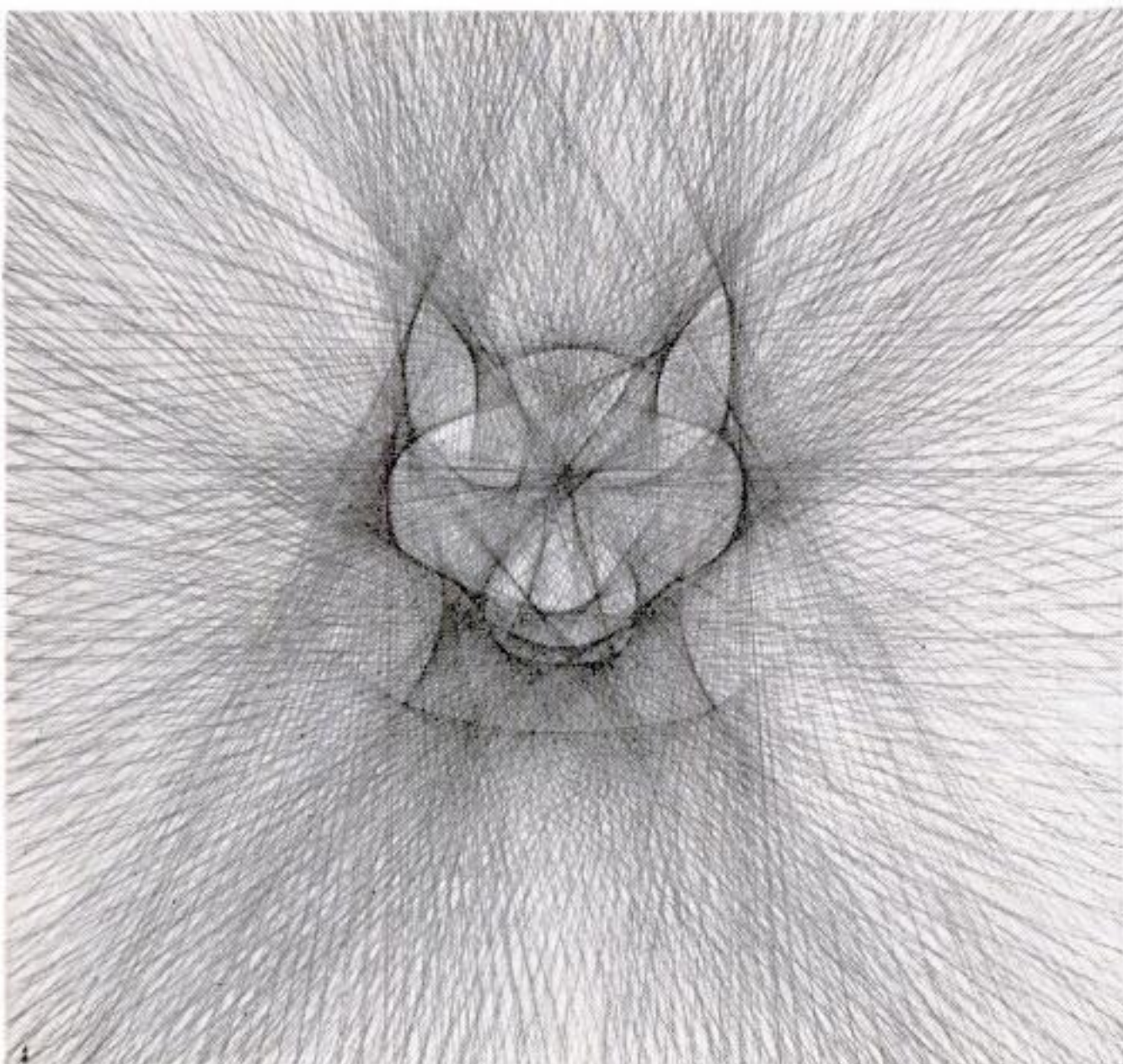


DAVID MIDDLETON & PROFESSOR G. D. BIRKHOFF WORK TOGETHER ON DRAWING

HARVARD UNIVERSITY SOPHOMORE MAKES STRAIGHT-LINE DRAWINGS

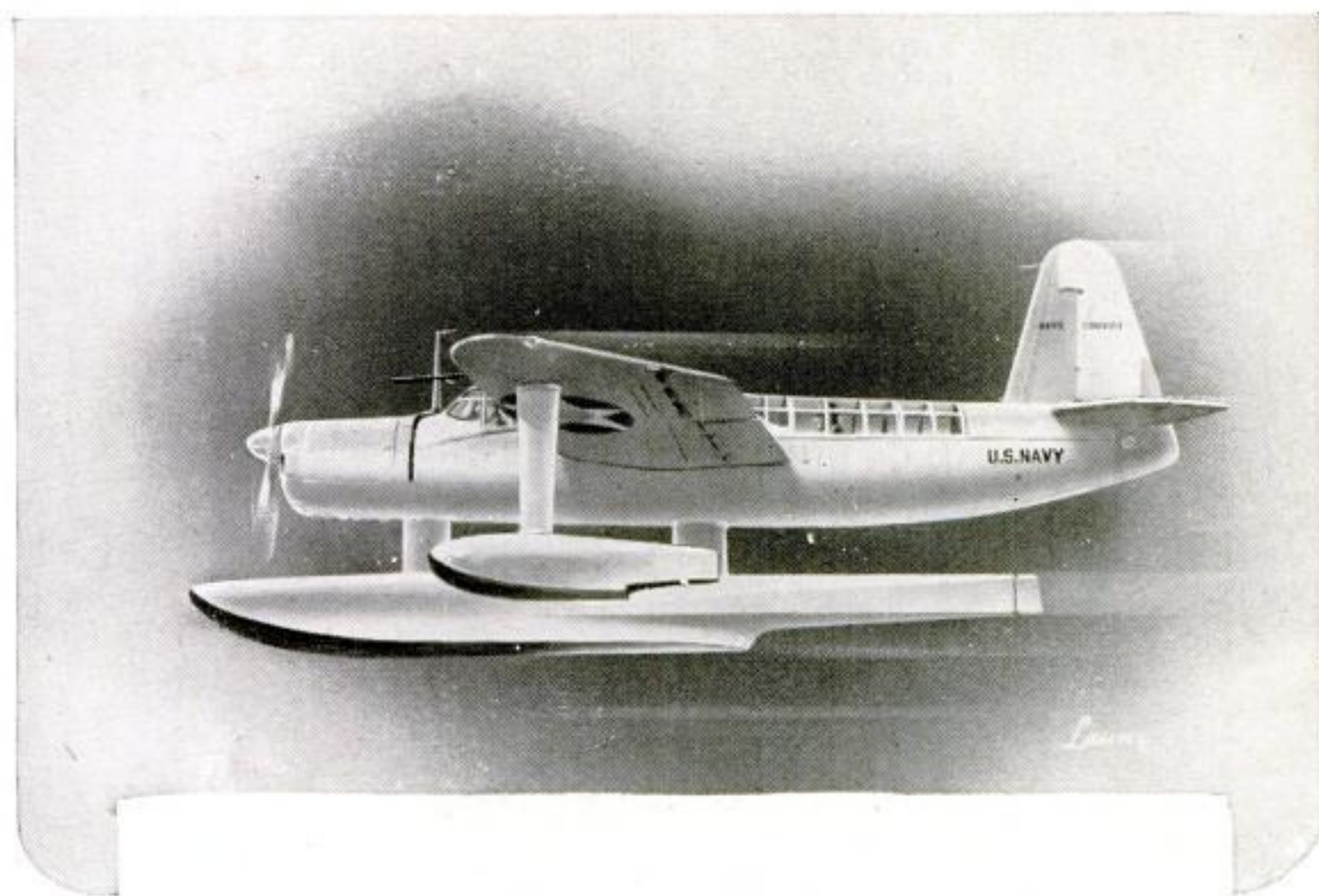
Anything under heaven from a crap game to the curves of the hips of the Venus de Milo is potential grist for a mathematician's mill. One mathematician who likes to tinker with "un-mathematical" subjects is Harvard's Professor George D. Birkhoff. Professor Birkhoff, author of a book on mathematical aesthetics, last winter got interested in the possibilities of describing drawings and paintings by means of equations. Theoretically, he found it would be possible to write equations for any work of art that would enable a skilled mathematician to reproduce the work exactly, using only a pencil, a straight-edge and an eraser.

To one of his students, a sophomore with a talent for drawing named David Middleton, Professor Birkhoff presented his theory, suggested he try his hand. Results are shown below and on the next page. Professor Birkhoff says that to analyze a simple wash drawing and work out equations for it would take ten experts with calculating machines about a year. He does not plan to do it.



CAT'S FACE SHOWS HOW BLENDING STRAIGHT LINES MAKE CURVED LINES

CONTINUED ON NEXT PAGE



EYES *of the Fleet*

When the United States Fleet weighs anchor and steams out to sea, it knows exactly what lies ahead. For, far beyond the horizon, swift scouts are darting through the skies, observing air and water for a radius of hundreds of miles. Operating from battleship and cruiser catapults, they function literally as eyes of the Fleet. And American citizens, looking on the troubled countenance of the world, may well be proud that the United States Navy has led all others in the development of an efficient air arm.

For more than twenty years, airplanes to meet the increasingly rigid requirements of this service have been fashioned by the personnel of Vought-Sikorsky Aircraft. Day after day, in fair weather and foul, they have performed so faithfully as to win an enviable reputation for dependable service.

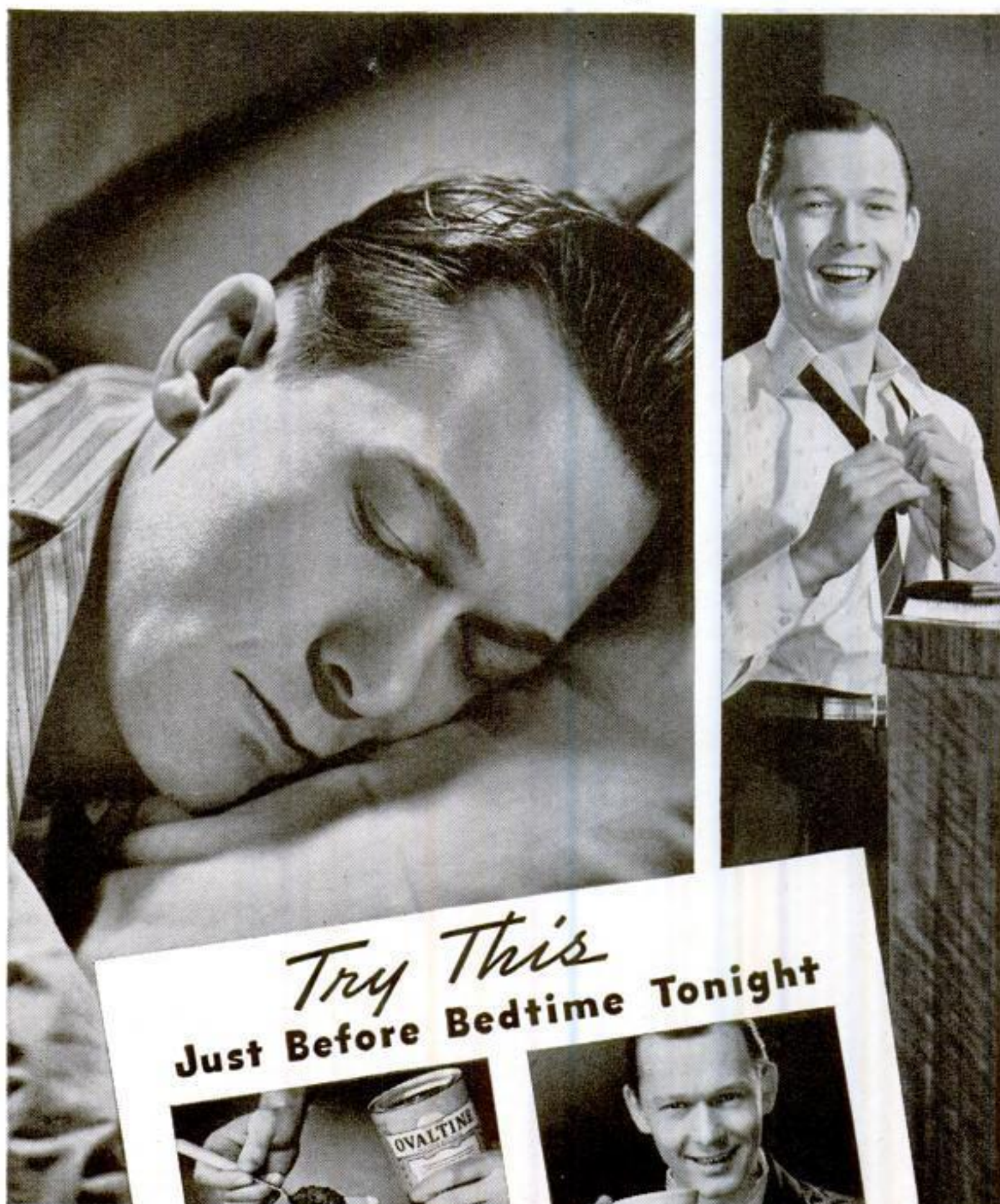
Now comes this latest Vought-Sikorsky scout-observation airplane... trim, sleek, and sturdy... designed to play its part in the Navy's important program of National Defense.

**UNITED AIRCRAFT
CORPORATION**
East Hartford, Connecticut

PRATT & WHITNEY
ENGINESVOUGHT-SIKORSKY
AIRPLANESHAMILTON STANDARD
PROPELLERS

FOR Sound Sleep

And Clear-Eyed Morning Freshness



Try This
Just Before Bedtime Tonight



1 Get a tin of new, improved Ovaltine, the "protecting" food-drink you hear so much about these days. Mix 3 to 4 teaspoonfuls of it with a cup of milk, according to directions.



2 Then drink it just before getting into bed. See if you don't fall asleep more easily—sleep more soundly—and feel far fresher when you awaken in the morning!

ALL over the world there's one "night-cap" that stands supreme. A *protecting* food-drink that thousands take religiously each night before getting into bed.

They do this, not merely to foster sleep itself. But more importantly, for clear-eyed morning freshness and heightened energy next day.

This protecting food-drink is the new, improved *Ovaltine*. Not a medicine—but a scientific food-concentrate containing important elements processed from natural foods. And recently enriched with greater amounts of protective food minerals—and greater amounts of the precious Vitamins A, B, D and G.

When taken at bedtime, new *Ovaltine* helps the body relax normally. Relieves that feeling of "inner tension."

Also it contains certain elements to help build up vitality while you sleep. Helps rebuild worn-out muscle, nerve and body cells to meet the morrow's needs.

So—for sleep that really rests you—get acquainted with new, improved *Ovaltine*. Try taking it regularly and see if it doesn't help you to wake up feeling fresher and brighter mornings. See if you don't possess more "staying power" through the day.

At all grocery and drug stores. Or mail coupon for free trial supply.

Send for Free Sample Can

OVALTINE, Dept. S40-L-3
360 N. Michigan Ave., Chicago, Ill.
Please send me your generous free trial-size can of the new *Ovaltine* . . . (We send only 1 can to a person. Offer not good in Canada.)

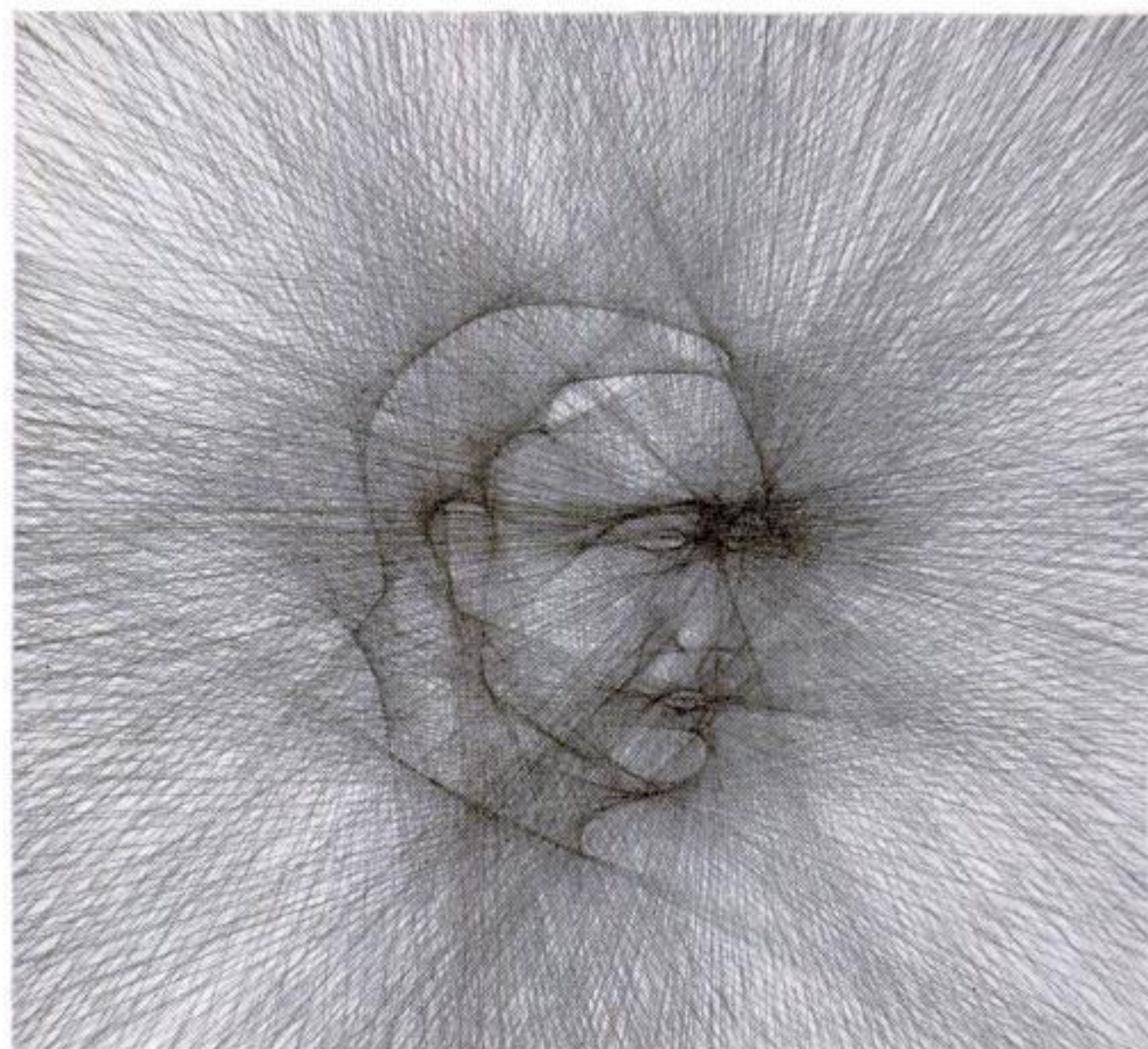
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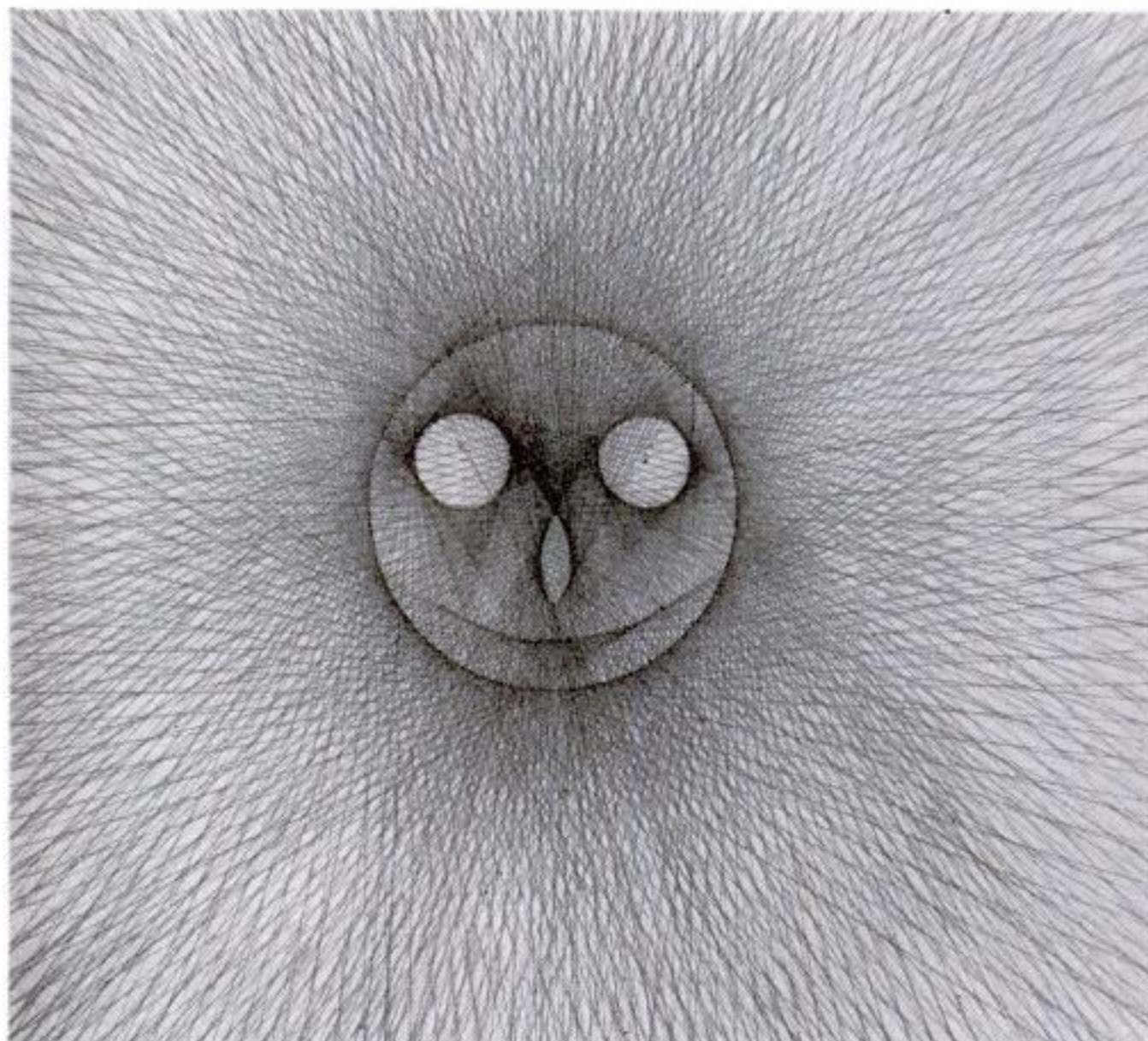
City.....State.....

OVALTINE
The Protecting Food-drink

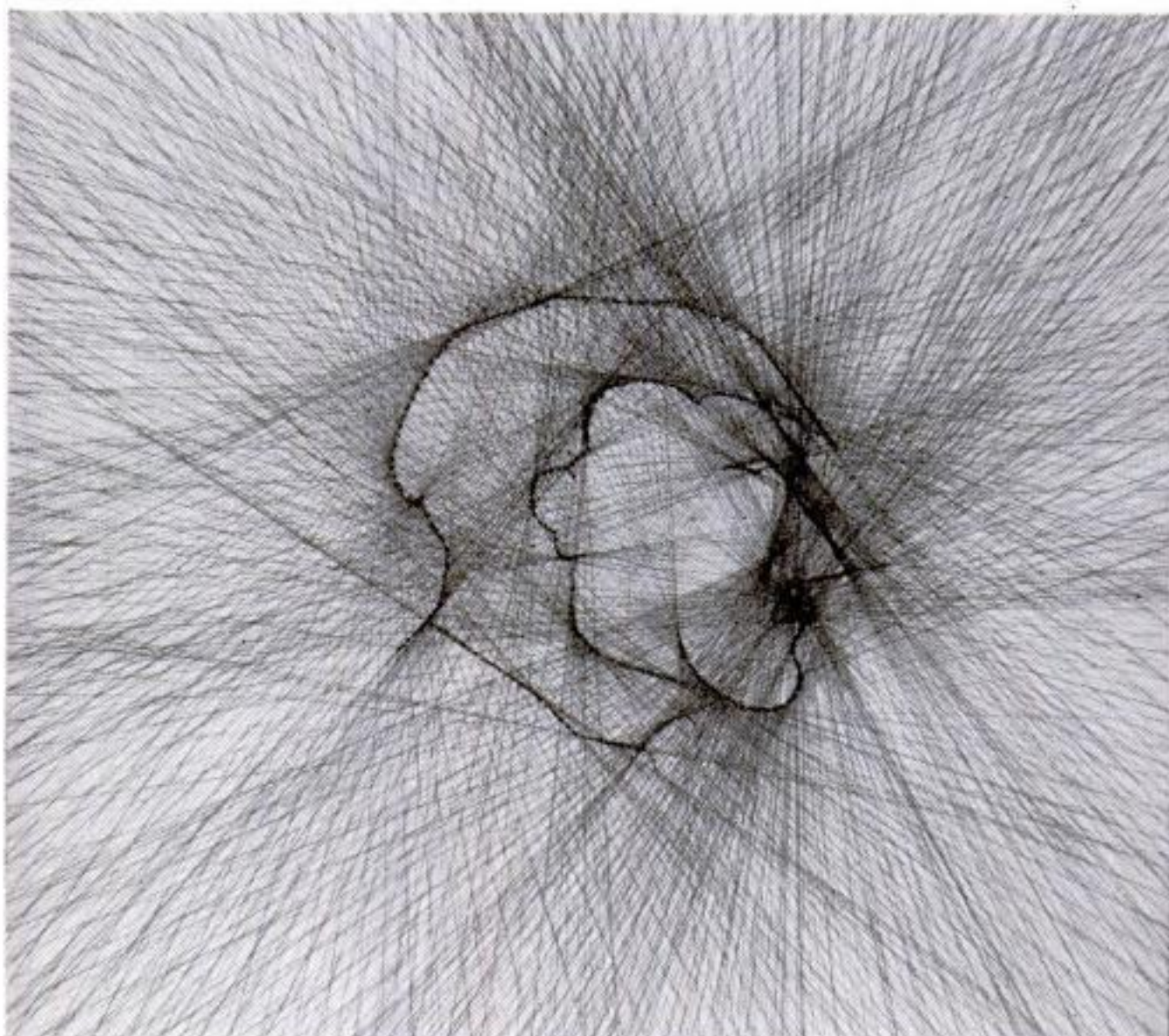
Straight-line drawings (continued)



Franklin D. Roosevelt, drawn by Mr. Middleton especially for LIFE, is a recognizable, if not a flattering portrait. A more exact drawing might take years to do.



Stylized jack-o'-lantern was the first straight-line drawing attempted. With only straight lines and erasures, the most delicate tones of shading can be reproduced.



Adolf Hitler is represented with sinister angularity. Mr. Middleton and Professor Birkhoff hold no brief for drawings' artistic merit, find them theoretically interesting.

Gay New Orleans votes

Swift's Premium "the best"

**FOR EASTER enjoy this ham
that wins in poll after poll!**



More women voted for Swift's Premium than for the next two brands combined!



Romantic old New Orleans, whose Mardi Gras attracts thousands of visitors, is also celebrated for its delicious food. In this city of gourmets, one particular brand of ham is the favorite. Swift's Premium!

Glorified for Easter! (Recipe by Martha Logan.) Wrap your Swift's Premium Ham loosely in the inner wrapper or in clean wrapping paper. Bake fat side up, on rack in open pan, in a slow oven (325° F.) without water. For cooking time schedules, read tag attached to each ham. Remove paper and skin; score; glaze with a syrup of 1 cup brown sugar, ½ cup honey, ½ cup orange juice. (Honey may be omitted.) Brown in hot oven (400° F.). The stunning, flower decorations are easy to make. Ask your meat dealer for free, printed instructions. Surround ham with nests of buttered noodles filled with buttered Brussels sprouts and carrot balls.

"What's the best ham?" In Washington, D.C., in glamorous Hollywood, hundreds of women had already cast their votes. Retail meat dealers' wives, too, had been polled throughout the nation.

In all three polls, Swift's Premium scored a smashing victory!

But how about the South... what do the women of New Orleans think? An independent research agency set to work to get their vote. The poll, made by interviews over the telephone, showed still another triumph for famous

Swift's Premium Ham! Swift's Premium actually got more votes than the next two brands combined.

For Easter, why not serve the ham whose flavor has won it so many victories? No other brand can give you the special, mild richness that comes from Swift's secret Brown Sugar Cure, or the mellow tang from Swift's way of Smoking in Ovens. And this ham of marvelous flavor is spring-chicken tender, too!

Place your Easter order early... enjoy Swift's Premium Ham.

Copr. 1940 by Swift & Company



THE REASON!
Unmatched flavor
from Swift's secret
Brown Sugar Cure
and special Smoking
in Ovens!

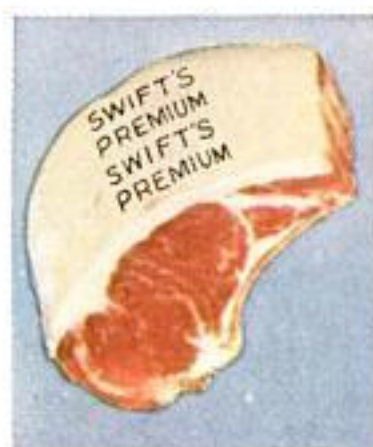
Ready to eat
(Red label)

For easy cooking
(Blue label)



*Say Swift's Premium for
the finest meats:*

BEEF • HAM • BACON • POULTRY
VEAL • LAMB • FRANKFURTS
TABLE-READY MEATS



REMEMBER, THE MEAT MAKES THE MEAL

MICKEY ROONEY

as

YOUNG TOM EDISON



METRO-GOLDWYN-MAYER has just completed the first of two most important pictures. Together they encompass the life story of a man whose influence on modern civilization cannot be overestimated, whose name is known and honored in every land—Thomas A. Edison.

Certainly no career has been so filled with exciting drama from early boyhood, as was that of this great American who gave the world such discoveries as the incandescent electric light, the phonograph, the motion picture... and whose experiments had much to do with the development of the telegraph, the telephone, modern transportation and radio.

The first of these two pictures, "Young Tom Edison", portrays the blundering boyhood days of the great inventor... his gropings into science as he sat at his cellar workbench and dreamed the wildest of day-dreams...

the exciting episodes and youthful misadventures which almost spoiled his career, but which led directly to the full flowering of his genius in later life.

Mickey Rooney plays the title role—a role for which he must have been born, so well does it fit him. Giving his most serious and careful characterization, he makes you know young Edison as he was—a real boy, experimenting kid-like in his home-made laboratory—a boy who seemed to have a positive genius for getting into trouble as well as for invention.

It is a great and authentic story, simply told without flag-waving or star-spangled banner— a dramatic, human picture.

In the supporting cast: Fay Bainter, George Bancroft, Virginia Weidler, Eugene Pallette. Original Screen Play by Bradbury Foote, Dore Schary and Hugo Butler. Directed by Norman Taurog. Produced by John W. Considine, Jr.

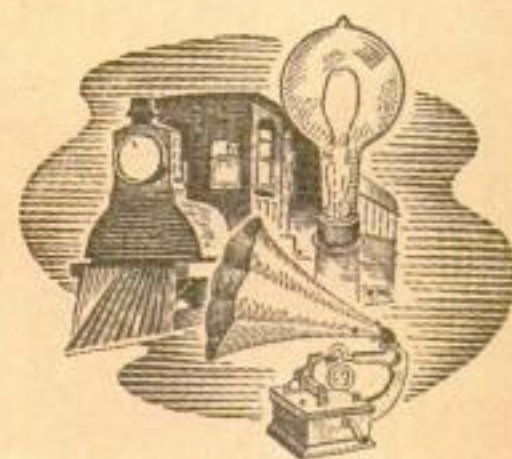


... and watch for SPENCER TRACY as EDISON THE MAN

The story of the youthful Edison is complete in itself. Yet it serves, too, as the stirring prelude to another story equal in power and dramatic impact—"Edison The Man". Out of young Edison's cellar workbench grew a world-famous laboratory from which Thomas Edison sent out his great

inventions to the everlasting benefit of the world.

Gifted Spencer Tracy takes over the role... and stirs the imagination with his vivid, living portrait of "the Wizard of Menlo Park". See "Young Tom Edison"—then watch for "Edison The Man", soon to be released.



ENGLAND SAYS "HUSH"

POSTERS, COMIC AND GRIM, WARN WAR GOSSIPERS TO HOLD TONGUES

Between British civilians and their Ministry of Information, there has been, since war began, a running feud. Civilians have said that the Ministry talks too little. The Ministry now retorts that civilians talk too much. In 2,000,000 posters to be plastered on walls, fences, vehicles, in restaurants, phone booths and clubs, it warns that an idle tongue may carry death in its wag.

Most of these posters, like those at left, are clever cartoons drawn by famous *Punch* Artist "Fougasse," who is really Kenneth Bird, an ex-engineer. They show gossipers prattling war secrets in railway and subway coaches, in clubs, bars, restaurants and parlors, while Hitler and/or Göring eavesdrop behind, above, below or in the wallpaper.

Civilians, chafing under rations, train delays and black-outs, are answering this hush campaign with sarcasm. The *Daily Herald* ridicules it in a cartoon showing cabinet ministers straining to overhear war news from two buxom shoppers in a subway. The *Daily Mail* thinks "humor isn't enough," suggests more forceful captions, such as: *A maiden loved; an idle word; a comrade lost; and Adolf served.* Others imply that posters are intended less to silence non-existent war news than grumbling over war policy.



You never know
who's
listening!

CARELESS TALK
COSTS LIVES



"....but of course it
must
go any further!"

CARELESS TALK
COSTS LIVES



".... strictly between
these four walls!"

CARELESS TALK
COSTS LIVES



"Of course there's no harm
in your knowing!"

CARELESS TALK
COSTS LIVES



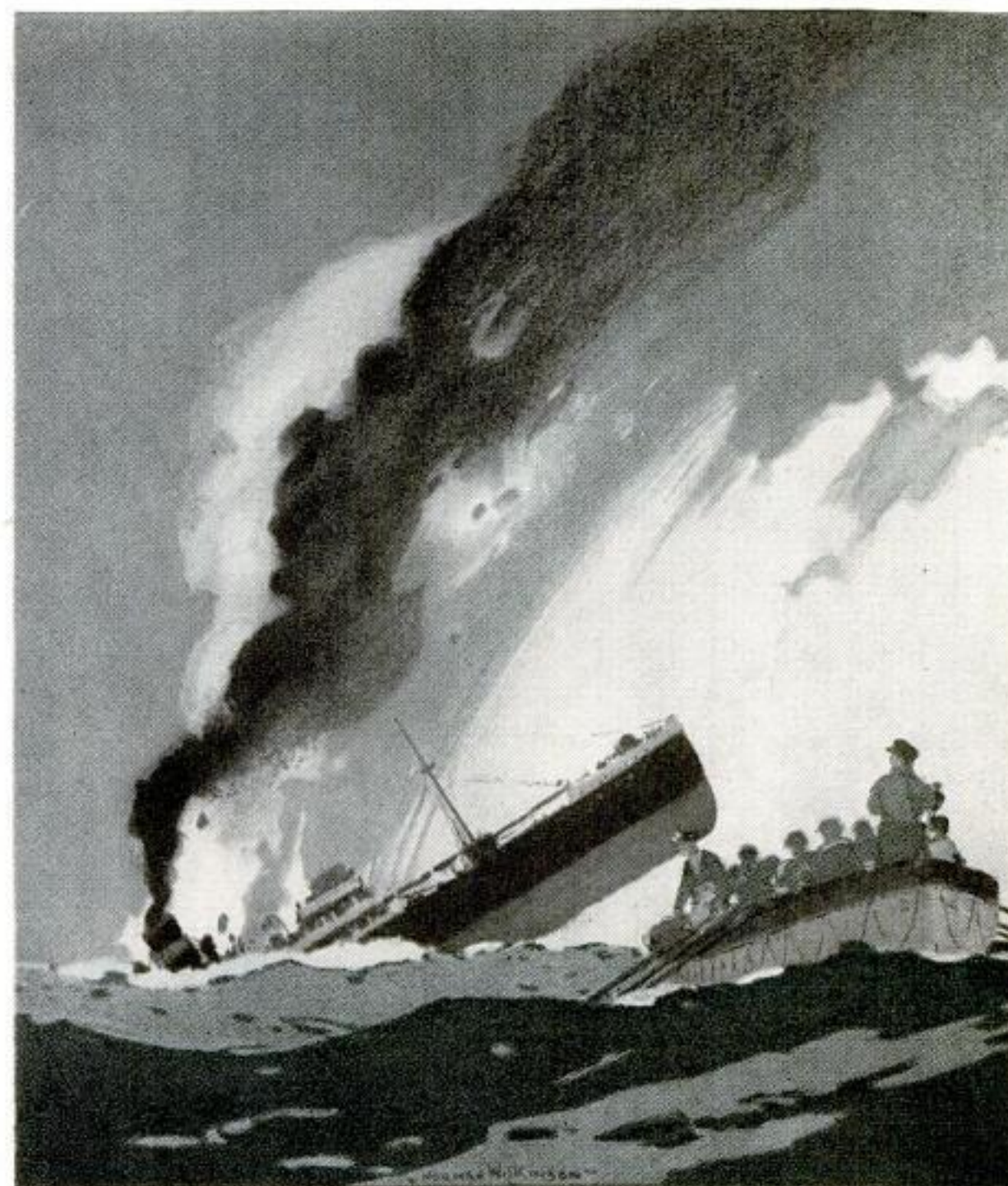
Be careful
what you say
& where you
say it!

CARELESS TALK
COSTS LIVES



Don't forget that
walls
have ears!

CARELESS TALK
COSTS LIVES

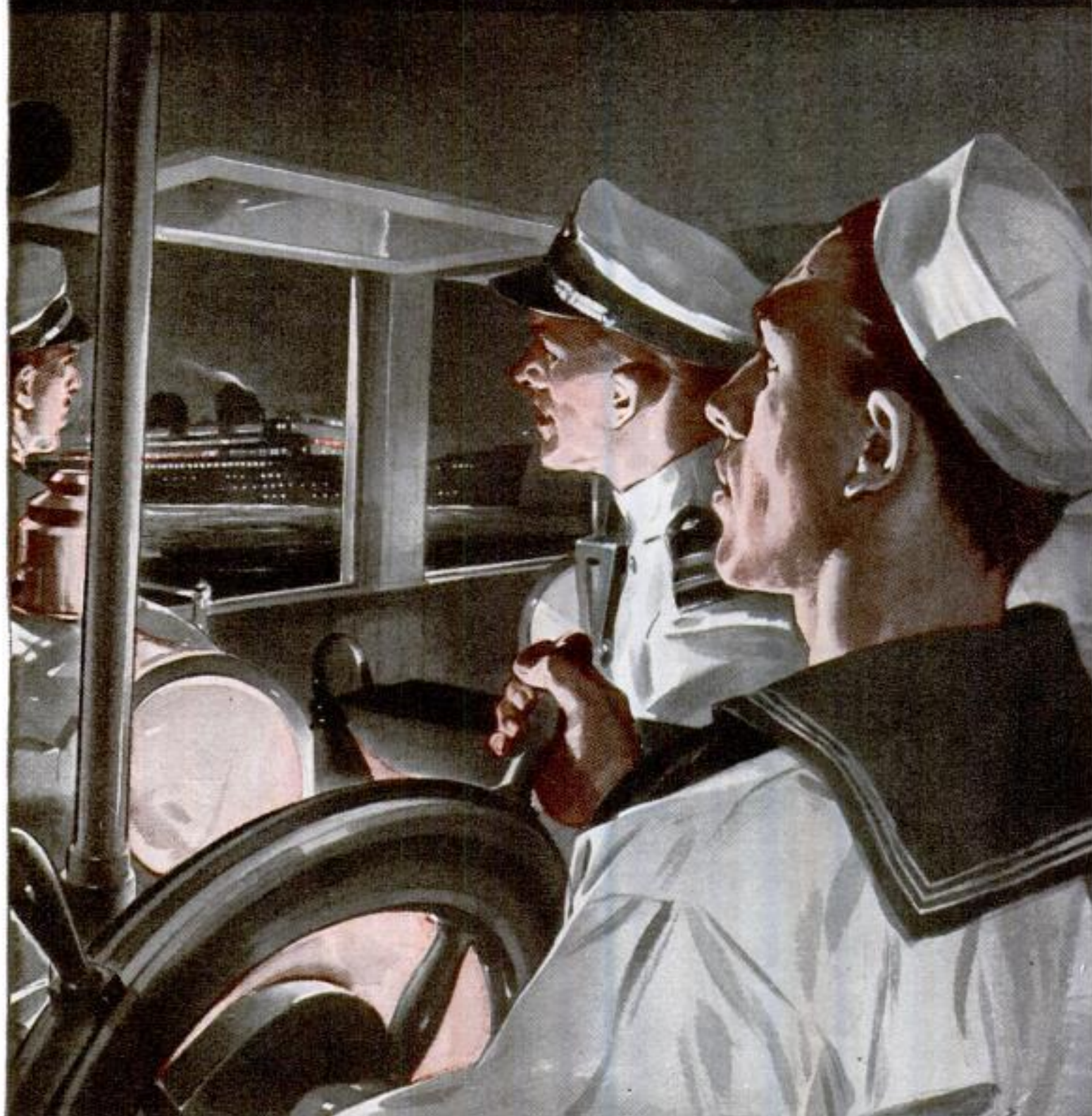


A FEW
CARELESS WORDS
MAY END IN THIS—

Many lives were lost in the last war through careless talk
Be on your guard! Don't discuss movements of ships or troops

Grim warning that idle talk is partially responsible for loss of 750,000 tons of British ships, 3,500 lives of seamen is this poster by Norman Wilkinson.

FROM THE SEA ... A MESSAGE TO CAR OWNERS



HARDLY a passenger aboard-ship knows the extreme pains taken to make him safe. Little does he suspect, for instance, that powerful storage batteries are in reserve—ready, at any time, to operate not only the wireless, but searchlights, steering gear, navigating lights, fire apparatus and other safety equipment.

Ever since an Exide Battery powered radio's first distress signal 31 years ago, saving 750 persons aboard the S.S. REPUBLIC, leading shipping lines have been relying on Exide Batteries throughout their ships. In fishing fleets and the U. S. Navy, on commercial craft and private yachts, sea-going Exides are found to be sea-worthy.

Dependable, too, is the Exide Battery for your car. Since all automobile batteries look pretty much alike, avoid guesswork; be guided by the proved dependa-

bility of Exide in buying a new battery for your car. Is there any other battery which so thoroughly merits your confidence?

But never buy any battery before you are sure a new one is really needed. Good batteries as well as worn-out batteries run down. You can be sure if you have yours tested on the Exide Sure-Start Tester, a new scientific instrument that shows a battery's true condition. This test is free. Look for the Exide Dealer Sign—symbol of honest service.

THE ELECTRIC STORAGE BATTERY CO.,
Philadelphia... The World's Largest Manufacturers of Storage Batteries for Every Purpose
Exide Batteries of Canada, Limited, Toronto



WHEN IT'S AN
Exide YOU START

France says "Hush" (continued)

If the British have cause to complain about "don't talk" drives, the French have even more. For French newspapers are under a censorship so strict that not even ridicule or protest is permitted. And French posters like those below lack Britain's saving grace of humor. So scarce has war news become in France that Parisians shun their own newspapers, read British ones instead. Editors now fill blanks left by censors with cartoons of "Anastasia" (censor) saying: "We'll tell you after the war."



"TO KEEP SILENT IS TO SERVE DOUBLY" SAYS THIS FRENCH HUSH POSTER



HITLER TAPS PHONE WIRES AS POSTER WARNS: "CAREFUL! HE'S LISTENING"

How Much Have Cars Changed In 4 Years?

—And what do these changes Mean to YOU?

MAYBE YOU FIND IT HARD to believe that many real improvements have been made since you bought your 1936—'37 or '38 car. To you it still may be a *good car*.

But do you realize that *one 1940 car has*

actually 39 features that your car doesn't have?

You get an engine that in most cases gives you 5 to 15 more horsepower—seats as much as 8 inches wider—a new kind of gearshift—an entirely new ride—and a host of other

important developments in design and engineering that you may not even know about.

That car is the 1940 *De Soto*. You owe it to yourself to see *this American Family Car*. Look what De Soto gives you. See below.

PRICES \$20 TO \$48
LOWER THAN LAST YEAR



1940 De Soto offers 39 Vital New Features *You Aren't Enjoying Now!*

OTHER 1940 cars may have some of the 39 new De Soto developments—but only De Soto has them all!

- FULL 122½" WHEELBASE! Front seat 1" to 7" wider, rear seat 3½" to 8" wider than yours.
- NEW HANDY-SHIFT on steering post. You shift gears with a flick of the wrist!
- NEW FLOATING RIDE—a new engineering achievement! Rear axle moved back. Pas-

sengers ride "cradled" between the axles.

- BRILLIANT STYLING—a thrilling new front end—and the back's just as beautiful! Luggage locker holds from 10 to 12 bags.

See your De Soto Dealer for a good deal on the *one* car in 1940 that offers you all 39 features you don't have now! De Soto Division of Chrysler Corporation, Detroit, Michigan.

MAJOR BOWES' HOUR, C.B.S., THURSDAYS, 9 TO 10 P.M., E.S.T.

DESOTO
AMERICA'S FAMILY CAR

De Luxe Coupe

De Luxe Sedan

\$845 | \$905

Delivered at Detroit, Mich. Federal taxes included. Transportation, state and local taxes, if any, extra.

MOVIE OF THE WEEK:

Northwest Passage

This is Kenneth Roberts' story of the Lindbergh of Colonial America. His name was Robert Rogers. When, during the French and Indian Wars, he led his Rangers through trackless northern forests and exterminated the fiercest Indian marauders (1759), he returned to New England the hero of all youths, the toast of all soldiers, the adored of all women.

Addicts of "pure cinema" will love *Northwest Passage*. For Director King Vidor (*Big Parade*, *Citadel*) has given it the hard drive, the outdoor sets, the merciful freedom from glamor that made *The Great Train Robbery* a movie milestone in 1903 and *Stagecoach* a memorable film in 1939.



1 EXPELLED FROM HARVARD FOR LAMPOONING THE BAD FOOD, YOUNG ARTIST LANGDON TOWNE (ROBERT YOUNG) GETS A COLD SHOULDER FROM HIS GIRL'S FAMILY



2 EMBITTERED, LANGDON DRINKS TOO MUCH IN PORTSMOUTH, N. H., TAVERN, INSULTS THE KING'S OFFICERS, HAS TO FLEE TO THE NORTHERN WOODS TO ESCAPE ARREST



3 AT FLINTLOCK TAVERN, 54 MILES TO THE NEXT POT OF RUM, HE HELPS MAJOR ROBERT ROGERS (SPENCER TRACY) SOBER A DRUNKEN INDIAN BY SINGING HYMNS



4 WHEN LANGDON AWAKES FROM MAJOR ROGERS' HOT BUTTERED RUM, HE FINDS HIMSELF AT CROWN POINT, A COLONIAL FORTRESS AT BASE OF LAKE CHAMPLAIN



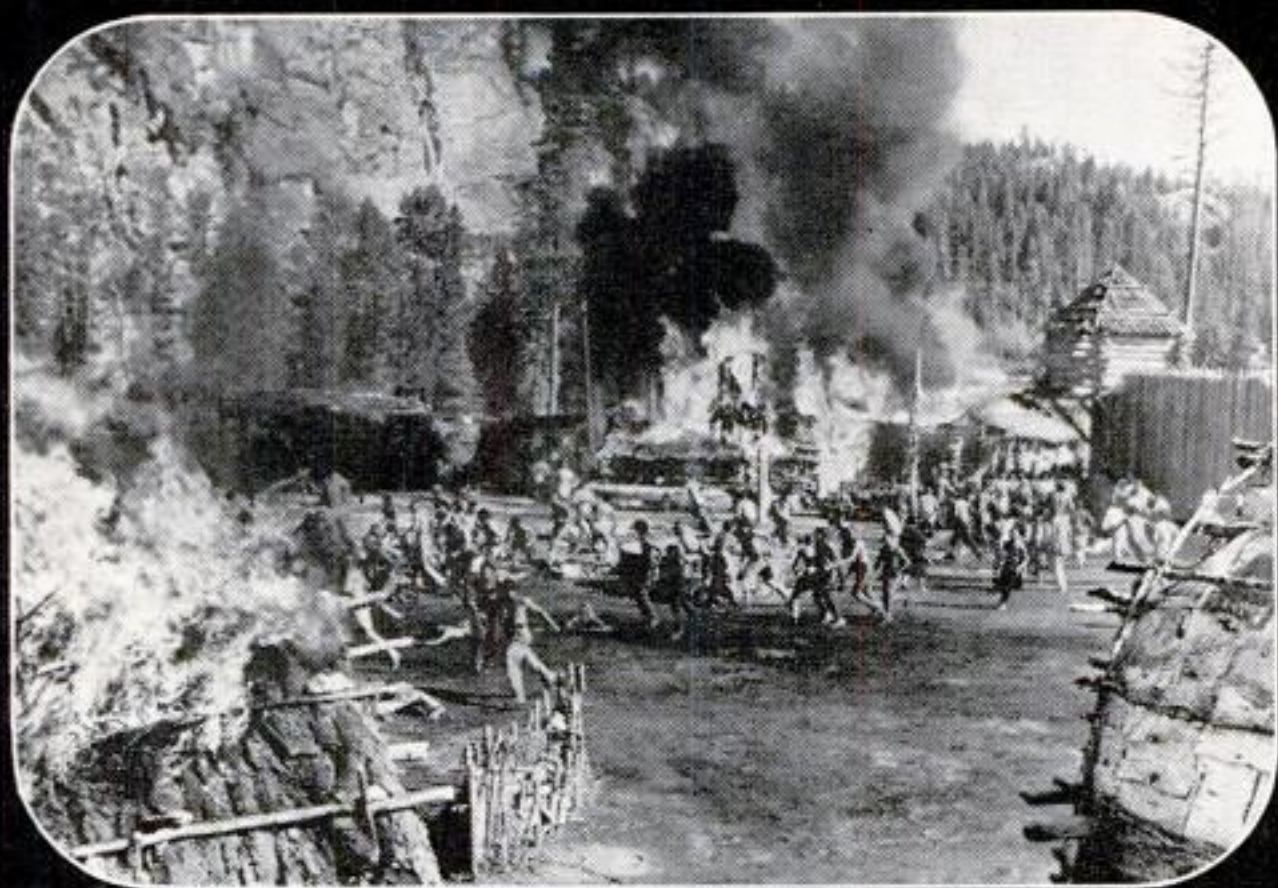
5 SINCE HE CAN MAKE MAPS AND WANTS TO PAINT INDIANS, ROGERS TAKES LANGDON WITH HIS RANGERS ON A MYSTERIOUS EXPEDITION INTO THE NORTHERN WILDS



6 THE RANGERS LEARN FROM THEIR COMMANDER THAT THEIR MISSION IS TO DESTROY A VILLAGE OF BLOODTHIRSTY INDIANS WHO HAVE RAIDED SETTLEMENTS



7 A HUMAN CHAIN IS FORMED TO FORD A STREAM. BY NOW THEIR MARCH IS DOUBLY PERILOUS, FOR THE FRENCH ARE ONLY ONE DAY BEHIND ON THEIR TRAIL



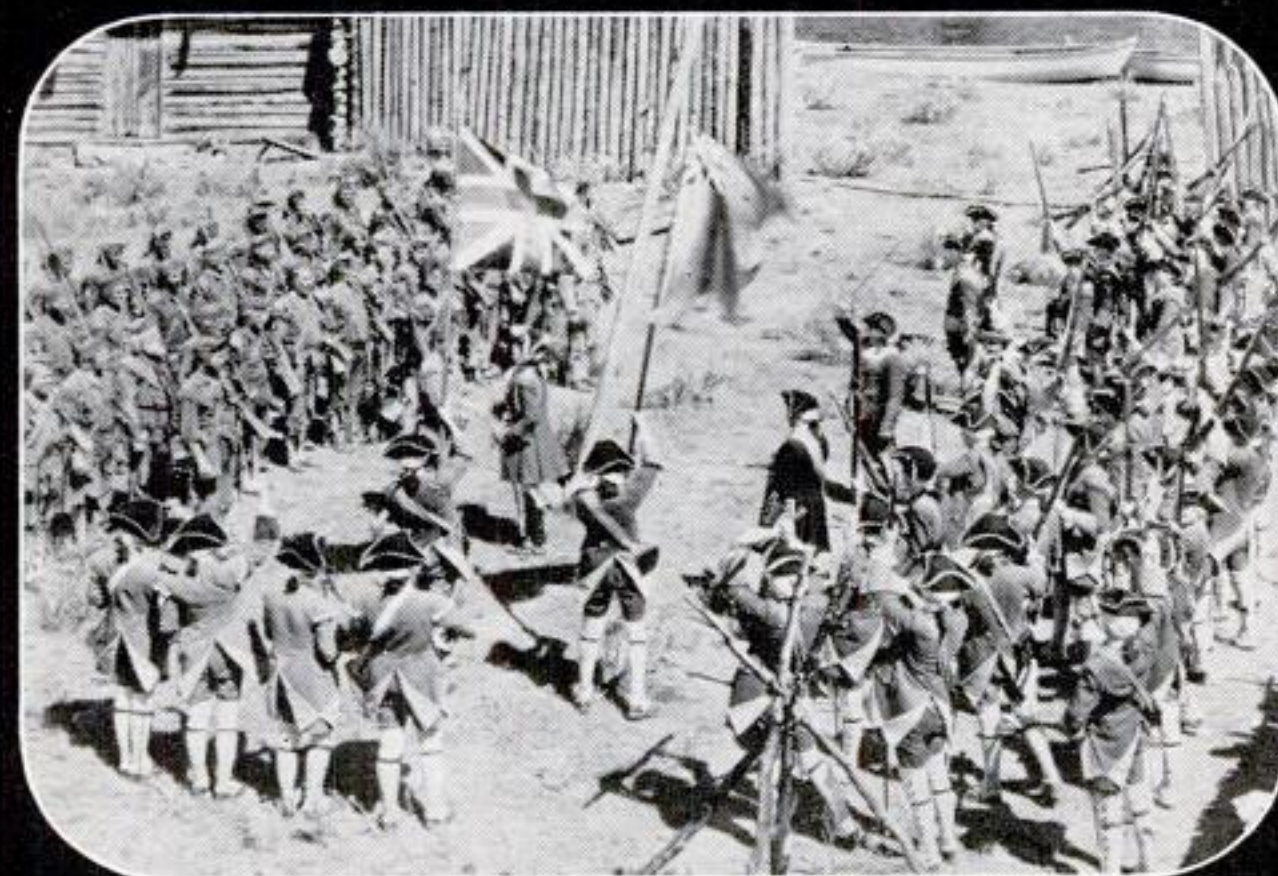
8 THE ABENAKI VILLAGE ON ST. FRANCIS RIVER IS ATTACKED AND FIRED. WARRIORS ARE ROUTED, AMBUSHED AND DESTROYED



9 THE HARVARD ARTIST WHO WANTED TO PAINT INDIANS FINDS HIMSELF FIGHTING THEM. HE IS SHOT AND MUST HOBBLE 400 MILES

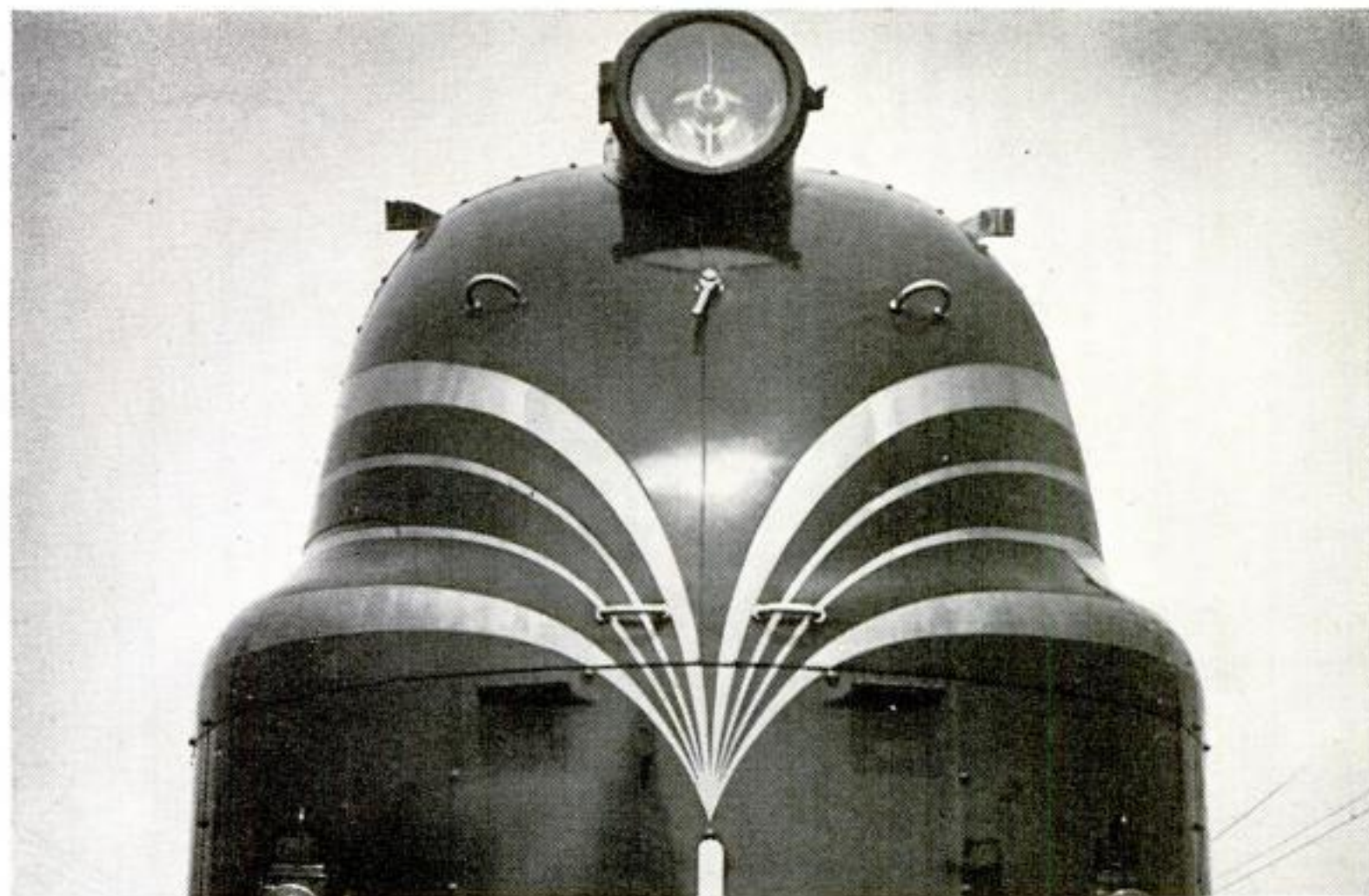


10 LONG TREK HOME IS MORE ARDUOUS THAN MARCH TO ST. FRANCIS. RAIN, STARVATION, AMBUSH REDUCE RANGERS TO MISERABLE BAND



11 INSANE WITH HUNGER AND FATIGUE, THEY REACH FT. WENTWORTH ON AMMONOOSUC. TROOPS ARRIVE WITH FOOD IN NICK OF TIME

CONTINUED ON NEXT PAGE



IF YOU WENT from London to Glasgow, you would undoubtedly take the Coronation Scot, one of the world's most famous trains. As you crossed the border at Gretna Junction, you might toast the Scottish landscape with a **JOHNNIE WALKER** & Soda.



FOR, JUST LIKE the birthplace of Thomas Carlyle—famous Scottish author of the past century—which you would pass *en route*, **JOHNNIE WALKER** is one of Scotland's most famous contributions and its distinctive flavour is famed *everywhere*.



AT HOME you can enjoy this world-famous Scotch and, sipping it, agree... there's no finer whisky than Scotch, and **JOHNNIE WALKER** is Scotch at its smooth, mellow best. Try it and discover that among the world's great Scotches, **JOHNNIE WALKER** sets the pace!

Red Label, 8 years old • Black Label, 12 years old • Both 86.8 proof
CANADA DRY GINGER ALE, INC., NEW YORK, N. Y., SOLE IMPORTERS
OF JOHNNIE WALKER BLENDED SCOTCH WHISKY

BAR-H



AUTHENTIC TOOLED STEERHIDE Go Western, young man ... with this round-up of style ... corraled at smart dude ranches ... made practical by Hickok. Now the best o' the West ... is the talk o' the town! Hickok Bar-H Belts and Braces are all-man in looks ... rugged, authentic tooled steerhide ... flexible and easy as the loping of a pinto pony ... with unusual hand-finished wrought-metal buckles. Rustle 'em out for yourself ... they'll cost you only *One Buck* or a *Buck-and-a-Half!*

HICKOK

BELTS • BRACES • JEWELRY

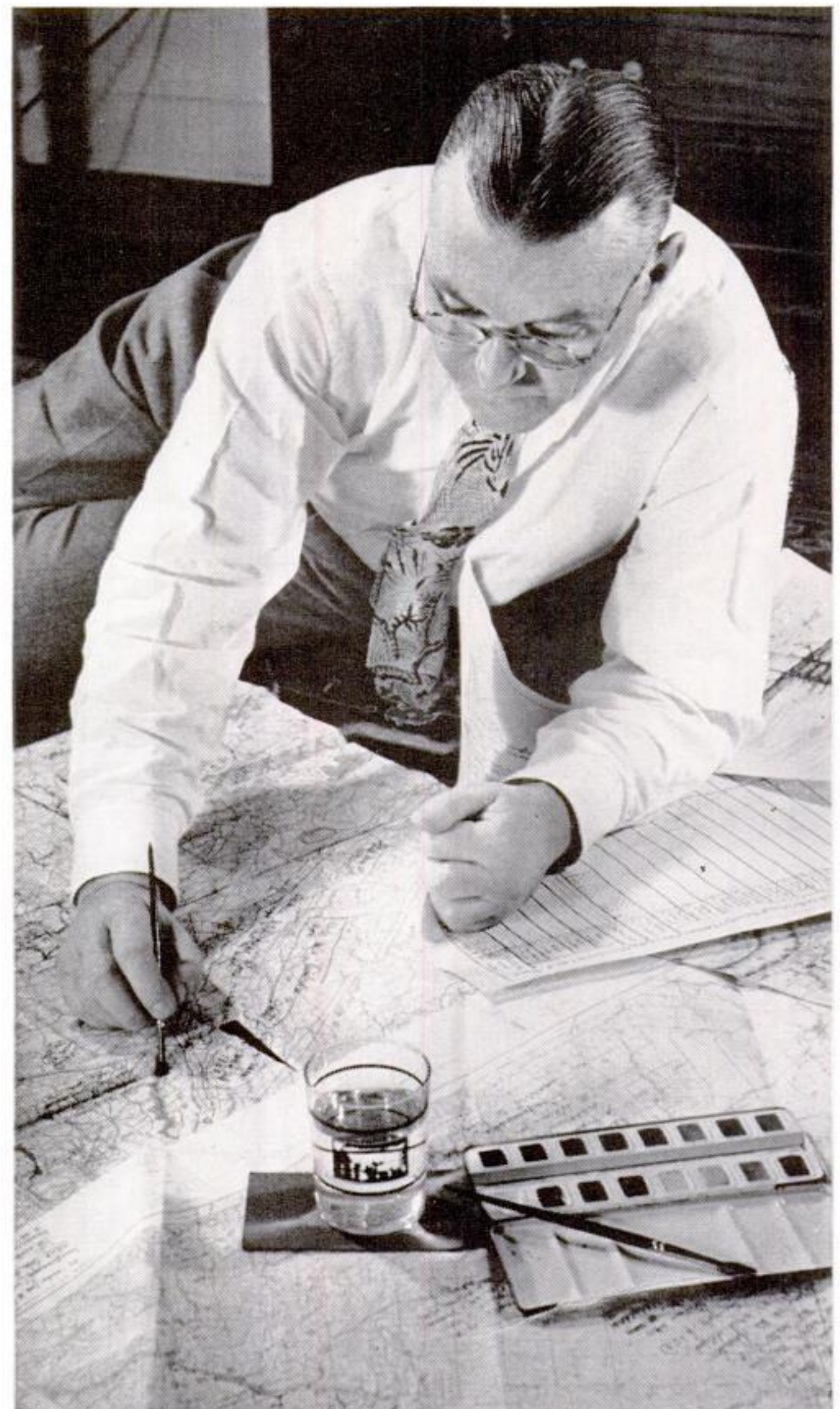
"Northwest Passage" (continued)

Kenneth Roberts

ON THE ROCKY MAINE COAST, HE WRITES
THE CHRONICLES THAT MADE HIM FAMOUS

Kenneth Roberts is the Walter Scott of America. In *Arundel*, *Captain Caution* and *Northwest Passage*, he has reconstructed the Revolutionary War, the War of 1812, and the French and Indian Wars with vivid accuracy. No detail is too slight for his searching mind to run down: the exact site of a forgotten settlement, the complete equipment of a colonial ship, the precise maneuvers of a battle, the full itinerary of early pathfinders. From old English archives, from early American documents, he has put together adventure stories with such true feel of history that they rank as minor classics.

Kenneth Roberts was born in Kennebunk, Me., and still lives nearby. On a mound overlooking the bay from which his seafaring ancestors sailed in Colonial days, he has built himself a field-stone house. His next-door neighbor, as well as his best friend, is Booth Tarkington. Here, surrounded by old prints of his heroes and old maps of their exploits, he writes daily from 9 to 6. For recreation, he chops trees, pitches hay, clears the scrub off his land. As sturdy as the coast on which he lives, Kenneth Roberts' books breathe the rugged Maine air that is in his blood.



Minute research, often lasting two or three years, goes into Kenneth Roberts' novels. Here he charts on a map the southern trail of Daniel Boone for his next book.

CONTINUED ON PAGE 34

STEPPED UP...

to give you faster action in 1940



1940 **FIRE-CHIEF**

Stepped up in 2 ways...

QUICKER STARTS. Surprise No. 1... the amazing speed with which improved 1940 *Fire-Chief* gasoline "takes over" at the first touch of your starter pedal, even on bitter cold mornings.

QUICKER WARM UPS. Surprise No. 2... the amazing smoothness of your "first half mile"—that usually painful period when engines stutter and cars buck. 1940 *Fire-Chief's* "quicker warm ups" smooth it out.

Yes, it takes a lot of new refinery equipment to produce this new stepped-up Texaco *Fire-Chief* but we haven't raised the price. Get some at your Texaco Dealer's. Test it against the cold. Try 1940 *Fire-Chief* soon, for you're going to like it a lot.



at

TEXACO DEALERS

Now

Copyright 1940,
by The Texas Company

Texaco Dealers invite you to tune in The Texaco Star Theatre—a full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 E. S. T., 8:00 C. S. T., 7:00 M. S. T., 6:00 P. S. T.



Upset stomach is an ancient trouble . . . often the penalty of the age-old habit of over-eating. When your stomach is sour, sickish, or upset, don't aggravate the condition with overdoses of drastic, irritating physics or purges. Take pleasant, soothing Pepto-Bismol.

Pepto-Bismol is of great help when the stomach is upset by over-indulgence, change of diet, or improperly prepared or selected food . . . when relief is desired from the distress of gas pains, nervous indigestion or simple diarrhea.

Pepto-Bismol has no laxative action and is not antacid. It helps soothe the irritated intestinal walls as well as the stomach, and is decidedly pleasant to the taste.

Fifty cents, at your druggist's.
Or by the dose at drug
store fountains.



Makers of *Unguentine



PEPTO-BISMOL
FOR UpSET STOMACH

*REG. U. S. PAT. OFF.

"Northwest Passage" (continued)



The fourth revision, or the fifth, is the one that finally goes to the printer. Here, fountain pen in hand, Mr. Roberts revises an earlier revision typed by his niece.



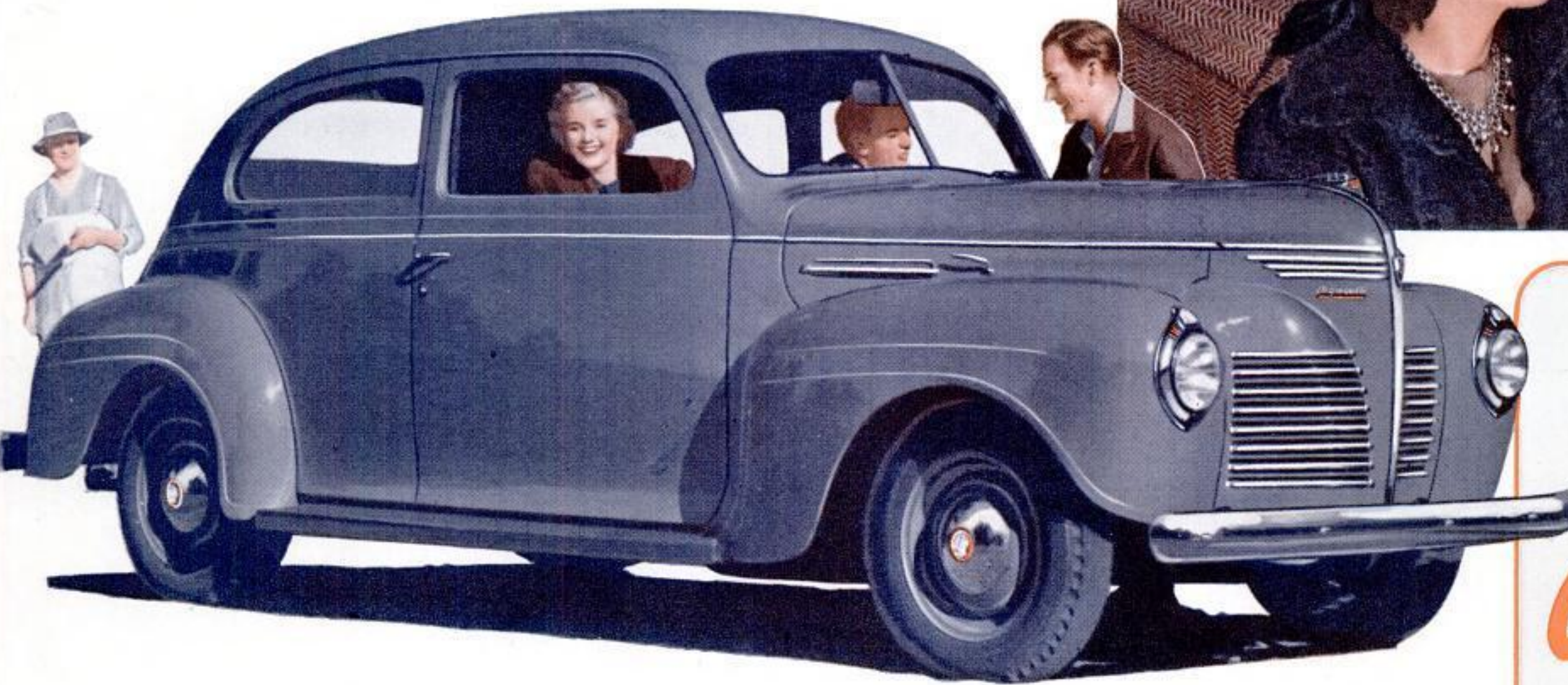
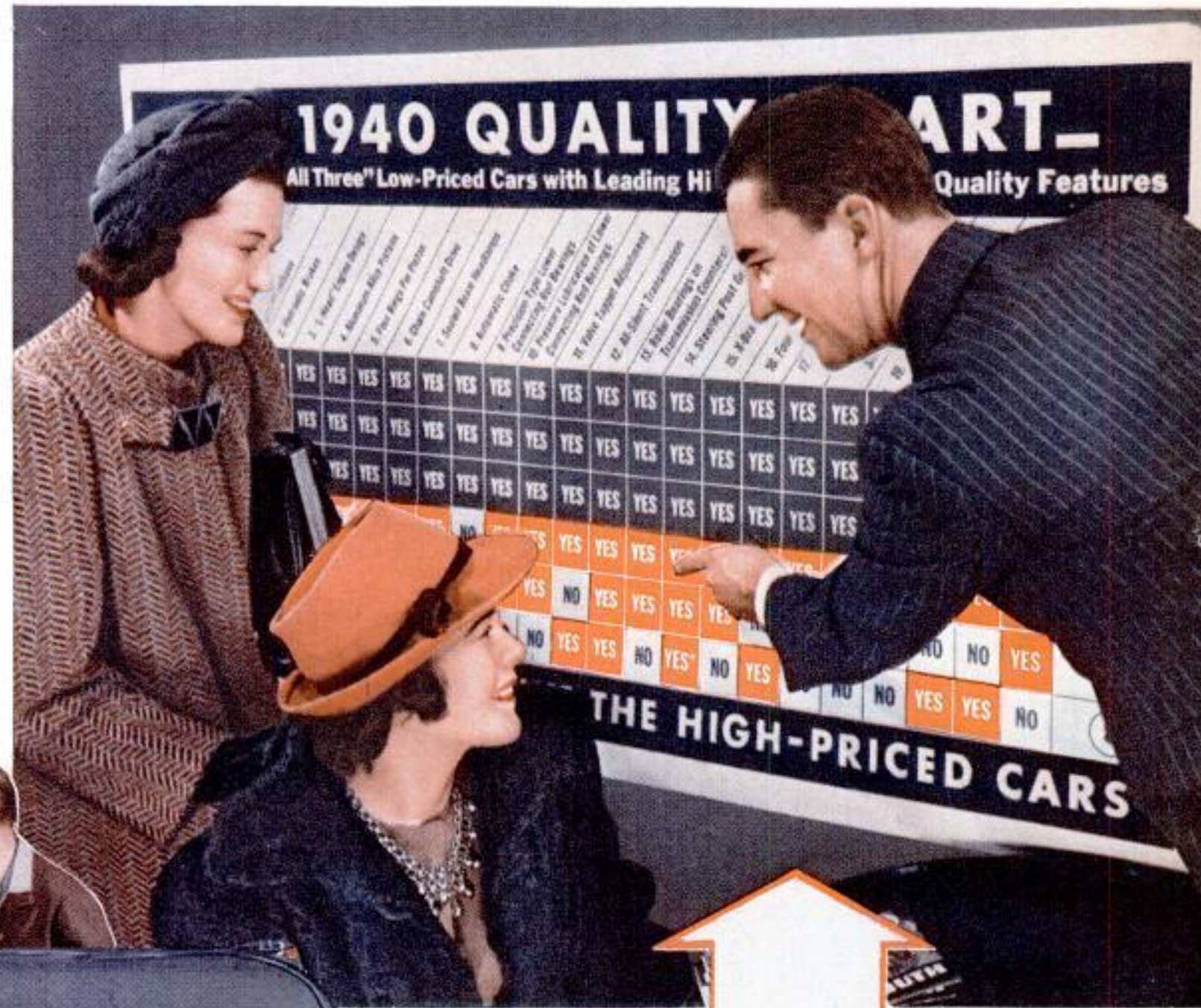
Feeding his Canada geese and white ducks is, together with chopping scrub pine, Mr. Roberts' usual diversion on his 100-acre place overlooking the Maine seacoast.



At the "bottle and jug department," as he calls his bar with collection of early American glass, he takes time out from writing to drink cocktail with his wife and niece.

Now You Can Be Sure You Get the Best Buy

You don't have to guess about car quality—take advantage of this easy “One-Two” way to get more car for your money: **1** Spend a few minutes with the 1940 Quality Chart. It shows you clearly and quickly how “All 3” low-priced cars compare in size, comfort, safety, economy, and all-around value. **2** Take Plymouth's delightful Luxury Ride to discover how extra quality adds to your motoring enjoyment. You'll see Plymouth is most like the high-priced cars.



OF 22 IMPORTANT FEATURES FOUND IN HIGH-PRICED CARS...

Plymouth has 21... Car "2" has 11... Car "3" has 8

It's easy for you to see why this 1940 Plymouth is so popular...

Its greater size, comfort, safety, and luxury make it the one low-priced car of 1940 that's most like the high-priced cars!

High-priced cars resemble each other on 22 important features. But Plymouth is the only one of “All 3” low-priced cars that gives you a majority of these features.

See the 1940 Quality Chart at your Plymouth dealer's. Then, to discover new motoring pleasure, take Plymouth's Luxury Ride. Plymouth is easy to buy! PLYMOUTH DIVISION OF CHRYSLER CORPORATION.



HERE'S HOW TO TELL WHICH CAR IS BEST!

1-SEE THE QUALITY CHART

2-TAKE THE LUXURY RIDE

TUNE IN MAJOR BOWES' AMATEUR HOUR, COLUMBIA BROADCASTING SYSTEM, THURSDAYS, 9 TO 10 P.M., E.S.T. BUSINESSMEN! SEE THE LOW-PRICED 1940 PLYMOUTH COMMERCIAL PICK-UP AND PANEL DELIVERY!

1940 PLYMOUTH

COUPES \$645 | SEDANS \$699
START AT

—Delivered in Detroit, Mich. Prices include Federal taxes. Transportation and state, local taxes, if any, not included.

PLYMOUTH
BUILDS GREAT CARS

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Spring Fashions For Men



THE "WANDERER"
Dunlap's most famous light-weight felt; casually smart, comfortably adaptable. **\$5**

THE "MIDSTON"
New Sport-type hat featuring the exceedingly smart new "Bridle Stitch". **\$7.50**

THE "SAVOY"
Smart new "off-the-face" town hat in hand-worked felt—Custom Edge*. **\$10**
*Trade Mark

DUNLAP
CELEBRATING
Fifth Avenue

Created by



AWAITING YOUR SELECTION AT THE DUNLAP DEALER'S IN YOUR CITY

*M*en young in years, or in spirit, are finding the most satisfying expression of their personalities in these new Dunlap hats for Spring. • They know

they are secure in the style and quality of the hats they buy, because in every hat is the Dunlap imprint, an unfailing symbol of the celebrated Dunlap value.



DUNLAP
HATS
• New York

THE "STEED"

Popular Gyro brim, fore-shortened at front. In new blue-green "Lagoon". . \$4

THE "FLASH"

Featuring the new Sport-telephone in form-fixed crown, with Puggree band. . . \$5

THE "CRESCENT"

Outstanding new light-weight felt, with narrowed silk binding on the brim. \$4

Tess wants Easter Day Style
Bess wants everyday comfort
You get both in

Air Step

THE SHOE WITH THE MAGIC SOLE



Can you do this in the shoes you have on—step on a pebble boldly, and not wince? Try it in Air Steps. It's the best way to show you the difference in Air Steps. A new idea in designing, hides deep in the base of a light, dainty shoe . . . a Magic Sole . . . a specially constructed honeycomb of air cells that absorbs the nerve-shattering jars, jounces and bumps of walking.

PRETTY FEET should wear pretty shoes. Too many tired feet take to "old-lady" shoes—when all they need is a little more rest as they walk, a new kindness in soles to turn hard pavements soft. You can wear the light, feminine Air Steps and walk as far as the postman. You won't know what Pavement Jitters are with the Magic Sole under foot. You'll be "Fresh at Five"—in Air Steps. For name of nearby Air Step store, write BROWN SHOE COMPANY, St. Louis.



ROBERTA—with new "lace paper" cut out vamp



BENITA—neutral beige with new pyramid heel



BESS—kid shirred as softly as fabric



DALLAS—airy lightness in a perfect fitting tie



NORMA—V-throat patent with faille fan pleat



TEMPLE—a rich contrast for pastel wools



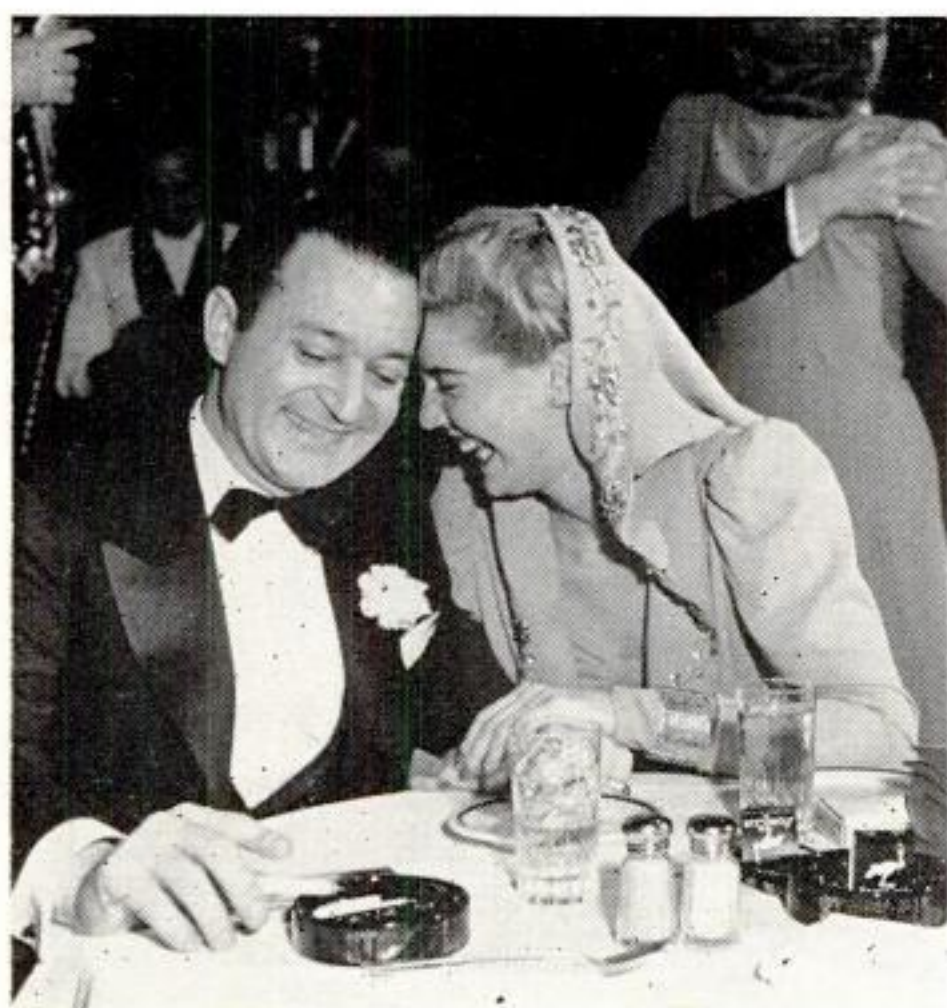
ANNE—tailored look in gabardine smartly stitched

\$6.00
Some styles slightly higher



"DU BARRY" CHORUS: ADELE (1), FRANCES (2), HELEN (3), MARGUERITE (4), JACQUELINE (5), AUDREY (6), BETTY (7), ANN (8), VIRGINIA (9), JANE (10), NINA (11)

MEET THE CHORUS OF "DU BARRY WAS A LADY" EACH GIRL HAS HER HOME LIFE



Broadway romance burgeons in Stork Club between Audrey Palmer (No. 6 above) & Herbert Fields, co-author of *Du Barry*.

The best way to meet a chorus girl today is definitely not to ogle her from a front-row seat or to waylay her at the stage door. Off stage and on stage, chorus girls have changed. They no longer trot before the footlights dressed alike, smiling alike, kicking alike. Each of the eleven girls shown above from *Du Barry Was a Lady*, Broadway's current musical hit, appears in chorus numbers, but she resents being called a chorus girl. She wants you to realize she is a singer or a dancer. Her costumes are designed to set off her individual type of beauty. She respects herself and her business. To meet her requires a formal introduction.

Meet any girl in *Du Barry*, and you will learn that she started hunting a Broadway job when she was about 18. She may have come from Texas, Alabama or The Bronx. She probably had two years of dancing lessons or she may have sung with a band. Almost certainly she has a stage-struck mother.

Before getting a chorus job, all girls must join Chorus Equity, an organization with 2,500 girl members. Hardly more than 500 of them are working at once, usually in and around New York. Equity established the \$35 weekly minimum wage for girls on Broadway, \$40 when they are on tour.

Backstage, the glamorous chorus beauties behave more like youngsters in a dormitory. They chatter and scrap while the stage manager, like a governess, keeps watch over them. If a girl gets careless about washing her hair, the stage manager scolds her. If she drinks too many cocktails for dinner and arrives a little unsteady at the theater, he bawls her out. If she misses a performance, even through illness, one eighth of her week's pay is docked.

As a rule, chorus girls keep remarkably healthy. Last month Buddy De Sylva, the producer of *Du Barry*, noticed that one 18-year-old girl was putting on weight. He threatened to fire her if she didn't get thin. Thereupon one of the older girls in motherly fashion told her she got fat because she had no worries. Now she has started to study ballet dancing, worries about her career and has lost ten pounds.

By the time she is 28, a chorus girl's career is up. Sometimes she studies acting or singing, hopes to graduate to another branch of show business. More often she accepts her fate philosophically and plans to get married.

The private life of a chorus girl varies according to her temperament. A large majority live on their own incomes, share a room with another girl, do their own light cooking and laundry. About men they are worldly wise. They love to meet middle-aged millionaires if they can find them. But they are prone to keep such relationships more or less platonic.

Old theater folk declare that chorus girls have become decent, though still somewhat flighty, citizens, largely because the theater itself has grown respectable. Experts claim that any group of eleven show girls is fundamentally as decorous today as a similar group of Junior League girls. Curiously, show girls have more romantic ideas about marriage.

LIFE is pleased to introduce Adele, Frances, Helen, Marguerite, Jacqueline, Audrey, Betty, Ann, Virginia, Jane and Nina of *Du Barry*. On the following pages each girl is shown as she appears on stage and as you might meet her in private life. Each is numbered to correspond with her picture above. Turn page and follow them home by number.



ADELE Jergens, who is No. 1 in the *Du Barry* line, is so used to posing for photographers that when *LIFE*'s cameraman visited her at home, she jumped right into her strapless black-satin bathing suit and assumed the decorative posture below. By appearing in icebox, typewriter and stocking ads, Adele more than doubles her income from dancing in *Du Barry*. She lives with her parents near Columbia University. Almost every night she gallivants at the Stork Club or El Morocco. All winter, Adele has had a slight cold.



FRANCES Krell got married three years ago when she was 17, began traveling with her husband who is a hot drummer. Last fall they both got jobs in New York, so they took a small apartment in The Bronx where Frances says she was born, raised and expects to die. Frances loves to sew, has made two pairs of curtains, one bedspread and lots of towels. Often after her show she visits The Famous Door, a night club where her husband works (*below*). She sits up by him, sometimes whangs the cymbals herself.





HELEN Bennett is always being snapped for fashion magazines, to which her slightly disdainful face lends a wonderful air of sophistication. Helen first attracted photographers' attention as a chorus girl six years ago. She is married to a musician in a theater orchestra. Below: she poses among six Helen Bennett manikins made in the studio of Lillian Grenaker. Each dummy's head was modeled after Helen. They will appear in fashionable shop windows. Helen says: "My ambitions have been fulfilled."



MARGUERITE Benton, who appears also on *LIFE*'s cover, came to New York from Richmond, Va., got her first job as a fashion model. In *Du Barry*, as you see her above, she plays the Vicomtesse de Roquefort along with five other lovely girls named after cheeses. Below: she poses in her hotel with her big collection of opera records and her chaperon Mister Corkey on her lap. Marguerite dreams someday of singing at the Metropolitan Opera. The small white-seal records are home recordings of her own pretty voice.



For Distinguished Service



FULL-COLOR REPRINTS
SUITABLE FOR FRAMING
Six 9 x 12 full color prints of
Officers, Edition No. 2, without
advertising, sent upon receipt
of 25¢ to Schenley Import Corp.,
New York City, Dept. Y.

HONOURS OF THE *Life Guards*

Dettingen Peninsula Waterloo Tel-el-Kebir Egypt, 1882 Relief of Kimberley
Paardeberg South Africa, 1899-1900 Mons Le Cateau Marne, 1914 Aisne, 1914
Messines, 1914 Ypres, 1914, '15, '17 Somme, 1916, '18 Arras, 1917, '18
Hindenburg Line France and Flanders, 1914-18

HONOURS OF DEWAR'S *"White Label"* THE MEDAL SCOTCH OF THE WORLD

Award Anglo-Danish Exhibition, 1888... one of more than 60 medals honouring Dewar's White Label for Excellence in Scotch Whisky



Aide-de-camp to a perfect evening is DEWAR'S *White Label*. Its warrant of precedence is the more than 60 medals of honour it has won for distinguished service. When strategy calls for Scotch, seasoned campaigners call for the high-ball of the highlands, DEWAR'S *White Label* and sip at ease!



White Label
8 years old

Victoria Vat
12 years old
also known as
Ne Plus Ultra



Both 86.8 Proof • Blended Scotch Whisky
Copr. 1940, Schenley Import Corp., N. Y.

Dewar's

"White Label"

The Medal SCOTCH of the World
BLENDED SCOTCH WHISKY



JACQUELINE Franc has gay, crisp manners but is pretty serious-minded. She looks forward to acting in *Susan and God* in a straw-hat theater next summer, has already started to learn her part. From her roommate, Alice Kirkpatrick, a commercial artist, Jacqueline has picked up sketching. She also writes poetry. Below: she poses for John La-Gatta who is painting her for one of his glamorous magazine illustrations. He calls her a good, hard-working kid.





AUDREY Palmer appears in some chorus numbers but is billed as a principal dancer. Audrey, at 19, goes in for quite heavy literature, carries Shakespeare's *Othello* in her purse and is reading *Man's Fate* in her dressing room. She studies singing and dancing, hopes to be a musical-comedy star. Audrey lives at home in Manhattan. Because her parents haven't yet got around to seeing her show on Broadway, Audrey (below) does a sample spin for them in the parlor.



CONTINUED ON NEXT PAGE

"The Natural Line is
the Beauty Line"



A



Voilà! Two more Spring glove scoops from Kayser's smart "Cross-Country Collection"... designed by Natascha!

(A) Kayser's "Honey Suckle."*
Entrancing new "Kay Spun" glove, named for the lovely petals on the wrist. In Capri Pink, Blue Petal, Turquoise, Coral, Gold, and a dozen other exhilarating Spring shades. \$1.00

(B) Kayser's "Day Dream"* is aptly named! Long, dressy slipon, caught at the wrist with a luxurious grosgrain bow. In the new Paris "Blackout" Black, Navy, White. \$1.50

*Trade-mark



BE WISER...BUY
KAYSER
AMERICAN - MADE



OLD CROW

A Truly Great Name
**AMONG AMERICA'S
 GREAT WHISKIES**



Men who remember Old Crow say that the passing years have left unchanged the traditionally fine quality of this distinguished bourbon whiskey. Men who taste it today for the first time, say it more than lives up to its great reputation.

Bottled-in-Bond

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BETTY Allen is understudy to the star part, which she will play if healthy Ethel Merman gets sick. Betty is a backstage clown. When one of the cast has a birthday, she sends a box of withered flowers. Recently she caused more or less confusion in the girls' dressing room by rushing in blacked up as a Negro. She loves peanut butter, likes to play with dolls (*below*). She lives with Lois Andrews, actress, in a luxurious apartment with an ermine bath mat.



8



ANN Graham from Birmingham, Ala., says she has to lose her Southern accent every fall when she returns to Broadway after visiting her "wonderful" parents. Ann broke into show business after singing with Benny Goodman's and Rudy Vallée's bands. "I know it sounds terribly bourgeois," says mellow-voiced Ann, "but I want to get married and have children." Below: you see her in a mink coat crossing slushy street with her friend, Mr. A. J. Moore.



CONTINUED ON NEXT PAGE



MODEL HJ-1205—Not one—but *two* Dynapower Speakers! That's what you get with this marvelous new console. The result? Perfect blending of tones through the full symphonic range! Equipment includes new Super Beam-a-scope—3 band foreign-domestic reception—12 tubes including Cathode-Ray tuning indicator and rectifiers. Walnut Veneer cabinet!

Stop And Listen! Compare! Find Out How Far Radio Has Advanced

VISIT your G-E Radio dealer tomorrow and ask for a demonstration of the new General Electric. A new tone thrill awaits you!

You'll be delighted with the amazing new realism. You'll be astonished at the depth—the warmth and color—the wonderful bell-like brilliance of its tone.

Listen to the G-E Golden Tone. Hearing is believing! Only by comparison with others can you appreciate how much better reception a G-E Radio gives you.

**EASY TERMS
LIBERAL TRADE-IN ALLOWANCE**

For Replacements Specify General Electric Pre-Tested Tubes



MODEL HJ-624—A Powerful Superheterodyne with Built-in Beam-a-scope—6 1/2-inch Dynapower Speaker—Feather-touch Tuning Keys—De Luxe full-vision dial. Cabinet in striped Sapeli and Brazilian Rosewood Veneers.



MODEL HJ-612—Built-in Beam-a-scope (no aerial—no ground)—Dynapower Speaker—2 bands—6 tubes including rectifier—Superheterodyne circuit—full-vision illuminated dial. Two-tone Walnut Veneer cabinet.

LISTEN TO THE GOLDEN TONE OF A G-E RADIO!

GENERAL ELECTRIC

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TWEED—scores for you in every way! . . .
 For comfort: Light weight, extra soft felt... For appearance:
 Flattering wider brim, cheerful tweed colors,
 blending tweed band . . . For more quality: **\$3.95**
 Luxuriously lined, fashioned by hand . . .

"Protek" perspiration-proof interlining



← "Swansback" moisture-repellent finish

PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO



VIRGINIA Cheneval lived in Dallas, Tex., until Billy Rose engaged her after his Texas Exposition. Her theater friends regard her with awe as a real outdoor type. She lives in a hotel with her mother, who serves her a midnight snack (right). Virginia wants to go back to Texas and marry.



JANE Sproule from Kentucky has gone completely domestic without giving up her career. She is married to a dancer, Russell Georgiev, who works with her now in *Du Barry*. In their new apartment in Washington Heights (right), Jane cooks for Russell and Jack, their magnificent police dog.



NINA Wayler, whose Japanese strip tease is a stirring event in *Du Barry*, was a ballet dancer at 14 in the Los Angeles Opera. In New York, Nina became a highly prized model for such artists as Eugene Speicher and Ernest Fiene. She and Virginia Cheneval ride in Central Park (right).

"Amazing" is the only word for this New HUDSON Six

One of the Lowest Priced Cars Built Today

It's Amazing in Performance . . . leads its entire price class in power . . . 92 smooth horsepower!

It's Amazing in Economy . . . traveled more miles per gallon of gas than any other full-sized car ever did, in an official 1000-mile test!

It's Amazing in Endurance . . . the only stock car at any price that ever traveled 20,000 miles in 12 days, also in an official test!

It's Amazing in Safety . . . the only car with Patented Double-Safe Hydraulics . . . two braking systems from one foot pedal. If hydraulics should ever fail (as they can in any car, through accident or service neglect) you just push farther on the same brake pedal . . . and STOP! This is only one of many great features of America's safest car.

Drive this new Hudson Six! Compare it with your present car . . . by any test you care to make, over any route you choose! We believe one ride will convince you that it's "the most amazing lowest priced car ever built."

AMAZING BEAUTY TOO
... ENTIRELY NEW TO THE
LOWEST PRICE FIELD



THE CAR TO SEE WITH THE "OTHER THREE"



New Hudson Six Convertible Sedan, for 6 passengers, \$955* (white sidewall tires extra)



New Hudson Six Coupe, \$670*, delivered in Detroit

THIS PAGE is your invitation to get behind the steering wheel of one of the new Hudson Sixes pictured here . . . and judge whether you've ever driven a low priced car to equal it, in luxury, in performance, in downright *value*.

Stretch at ease in one of the roomiest cars built today. Enjoy a brand-new combination of riding smoothness, handling ease and safety . . . the result

of finest Independent Front Wheel Coil Springing, true Center-Point Steering, Patented Auto-Poise Front Wheel Control and many other great features never before offered in this price class.

Visit the nearest dealer today, and drive this big, beautiful, 92 horsepower Hudson Six. See why so many *habit buyers* of the "other three" lowest priced cars are changing this year to Hudson.

LOWER PRICES . . . STARTING AT \$670
*delivered in Detroit, including Federal taxes, not including state and local taxes, if any. Low time payment terms. Prices subject to change without notice.

1940 WINNERS IN EVERY POPULAR PRICE CLASS

New HUDSON Six, most amazing lowest priced car ever built, starting at \$670*; new HUDSON Super-Six, starting at \$809*

New HUDSON Eight and HUDSON Eight De Luxe, America's lowest priced straight eight, starting at \$860*

New HUDSON Country Club Sedans, luxury sensations of the year, starting at \$1018*



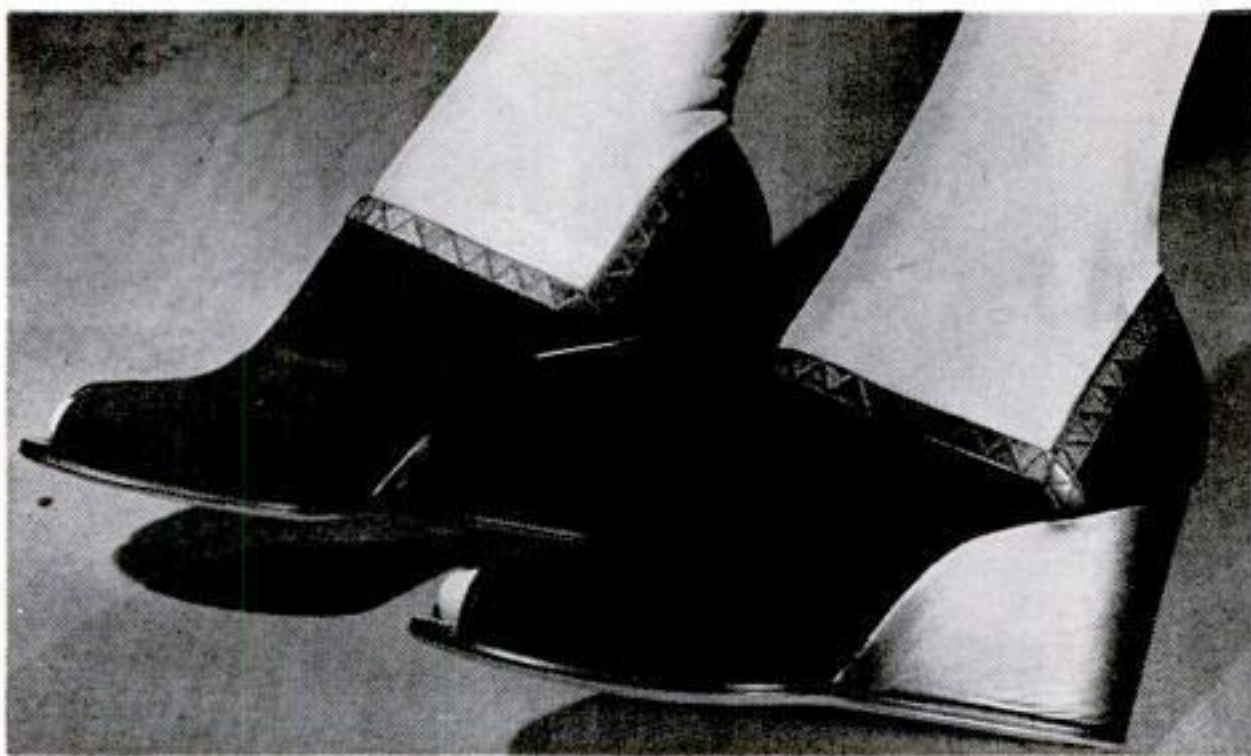
EASTER BONNET:
life size

BONNETS WITH FRUIT, LONG JACKET SUITS FOR EASTER

Because most women consider a new hat the No. 1 item on their list of new finery for Easter, this year's early Easter fails to worry milliners. No matter how hard the March winds may blow, Easter Sunday will find women parading in countless versions of the fruit-bedecked bonnet on the page opposite. Desolate about the early Easter are suit manufacturers. Sales of spring suits and coats lag until balmy weather arrives. But, by unmercifully plugging the longer, hip-hugging jacket, they hope to shame fashion-conscious women into discarding their short jacket suits of last year and buying the new long body suits like the one at right. Other new fashion tricks for Easter are shown below.



Long finger-nail glove is designed by Merry Hull, who jolted the glove world two years ago with her finger-free design. Eyelet blouses are suit favorites.



Wedge heels, a high-style fashion three years ago, are now stocked from \$3.95 up. Prediction is that consumer resistance to them will melt away by summer.



Stem-torso is the over-worked word being used by copywriters to describe new suit silhouet for spring.

Jackets are slightly nipped in at waist, fall straight over hips, reach down to about half the skirt length.

NEW AMONG LAPEL GADGETS ARE THIS GOLD-PLATED EAGLE, TULIP SPRAY WITH QUIVERING STAMEN, RHINESTONE ANGEL FISH AND FLOWER SPRAY OF RHINESTONE AND ENAMEL



CONTINUED ON NEXT PAGE

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Wright on the Down-Beat



Jitterbugs jammed New York's Pennsylvania Hotel for two reasons: Tommy Dorsey and Swing Singer, Edythe Wright. Hers is a rhythm that helped win Dorsey's outfit the vote of "Best All-Around Band" last season. And hers is a figure to sing about in its Munsingwear "Foundette."



Bowling takes a sense of rhythm that's in the groove for Edythe Wright. In her Munsingwear "Foundette" she feels unrestrained...gloriously comfortable...and looks smooth as satin. Only Munsingwear's experts can put such youthful control and comfort into foundation garments.



What is this modern way to figure beauty? It's Munsingwear's 3-Way Control! (1) *Roundabout Stretch* for molding, (2) *Vertical Stretch* for freedom, (3) *Posture Control* for minimizing figure-faults. Full-lengths, pantie-girdles, girdles...knit or woven with "Lastex" yarn. At better stores.

*Reg. U. S. Pat. Off.
Costumes by Lord & Taylor

Munsingwear, Inc., Minneapolis, New York, Chicago

Easter outfit (continued)

NEW TOPS PINCH-HIT AS BLOUSES

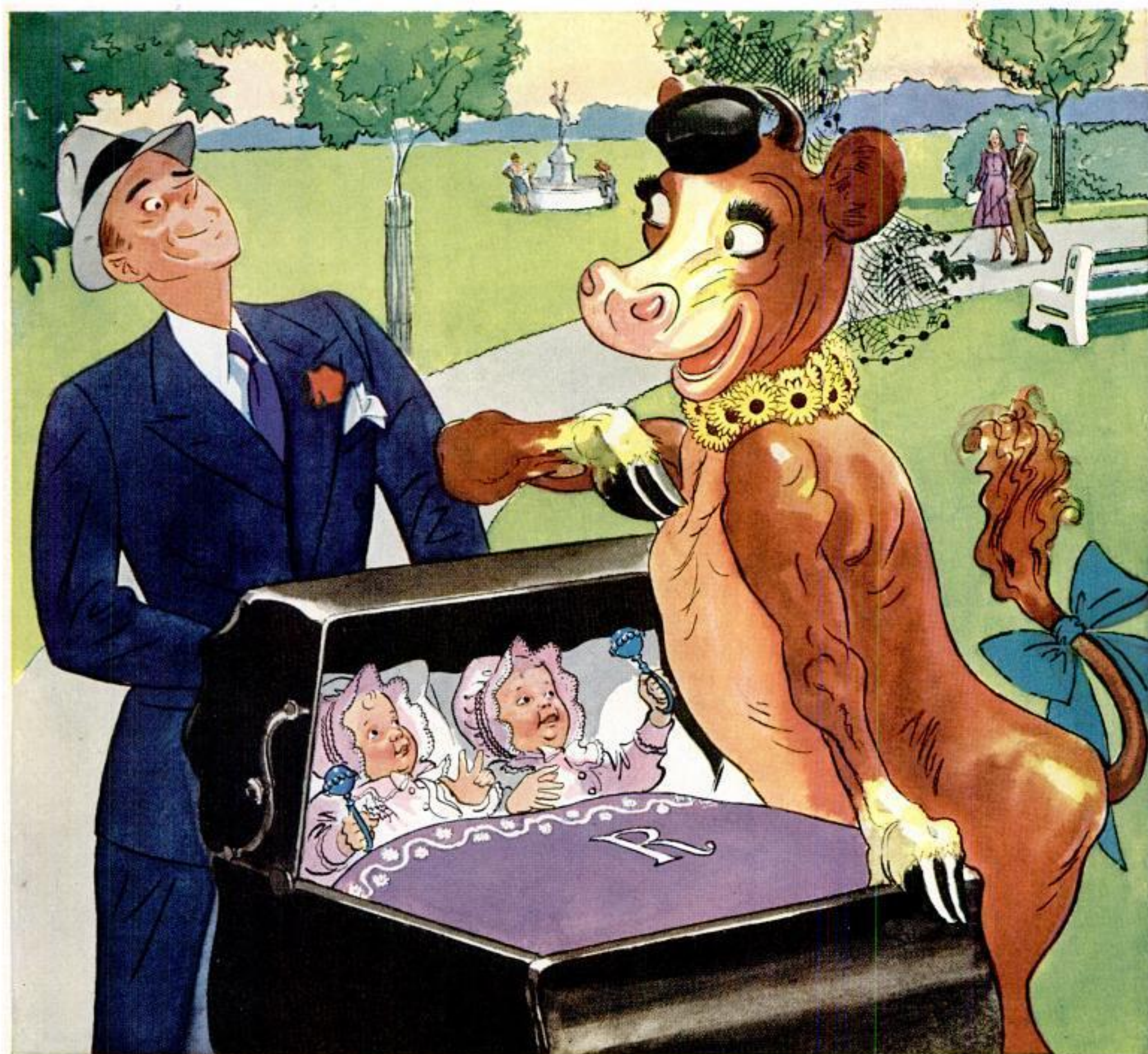
New and functional for wear under spring suits are the dickie and blouse-front slip shown below. Women who constantly keep their jackets on and wear their suits like dresses find that blouses with sleeves present an added laundry problem. Sleeveless dickies and slips, like those below, are substitutes. Although easy to launder, they force the wearer to swelter in her jacket on days when the weather turns unexpectedly warm.



Washable dickie is a simple garment with front and back reaching to the waist and held in place by bits of elastic at sides. It sells for \$1, comes in white, blue, pink, maize.



Blouse-front slip has a top with collar and a jabot in front, which, when worn under a jacket, make it look like a blouse. This one of washable satin, costs \$5.98.



"I'm twins, too," said Elsie

"YOU ONLY look like ONE cow to me," said young Mr. Reynolds to Elsie, the Borden cow.

"Oh," smiled Elsie, "I didn't mean that I was twice as many as I am. I just meant that I *feel* like twins because I get so much extra attention—enough for any two normal cows."

"Elsie," said the papa, "you're bragging."

"Not at all," Elsie insisted. "The good food I get would make many a cow turn green with envy. And the clean barn I live in—why it's a regular cow hotel."

"I suppose," he smiled, "you even have percale sheets."

"No," replied Elsie, "but a doctor does come and check up on my health regularly. It's part of Borden's 'Quality Control' to see that my milk is not only as delicious and nourishing as milk can be but as *pure*."

"FOLKS LOVE BORDEN'S MILK!"



"Golly, Elsie, you are pampered," said Mr. Reynolds. "I knew Borden's Milk was good, but I didn't know they had to go to all that trouble just for milk."

"They don't have to," stated Elsie; "they *want* to. And it isn't just for milk. There's ice cream, too. If they didn't watch over my milk so closely, Borden's Ice

Cream wouldn't be nearly so rich and creamy and wonderful as it is. And ice cream is only one of the drops in our milk bucket!"

"M-M-M—BORDEN'S ICE CREAM!"



"You wouldn't be tooting your own horns, would you, Elsie," he grinned.

"Oh, no," Elsie mused. "My milk really goes into many other good and wholesome and delicious things."

"BORDEN'S EAGLE BRAND IS MAGIC!"



For instance, I'll bet Mrs. Reynolds uses Borden's Eagle Brand Sweetened Condensed Milk for candy and cake frostings. It makes them like magic...and they're smooth and velvety—never grainy.

"And," Elsie continued, "if those twins are getting an evaporated milk formula, I'll bet the doctor has Mrs. Reynolds make it up with Borden's Irradiated Evapo-

"BORDEN'S EVAPORATED HAS SUNSHINE VITAMIN D!"



rated Milk. It's *very* rich in Vitamin D, the sunshine Vitamin."

"You're right, Elsie: she does use it for the twins," exclaimed Mr. R. "And I use it on my camping trips in Canada. Tastes grand in your coffee."

"Canada. Canada. That reminds me of Borden's Chateau," murmured Elsie. "Chateau is a marvelous

"BOY OH GIRL, ARE BORDEN'S CHEESE FOODS GOOD!"



cheese-food made from an old Canadian recipe. This recipe is a Borden secret. Many people have tried to imitate Chateau's flavor, but, pardon the pun, they never quite found the right *why*."

"I swear, Elsie, you're a factory on four feet! Do you try your hand—I mean your hoof—at anything else?"

"KEEP SLIM WITH THE HOLLYWOOD LUNCH!"

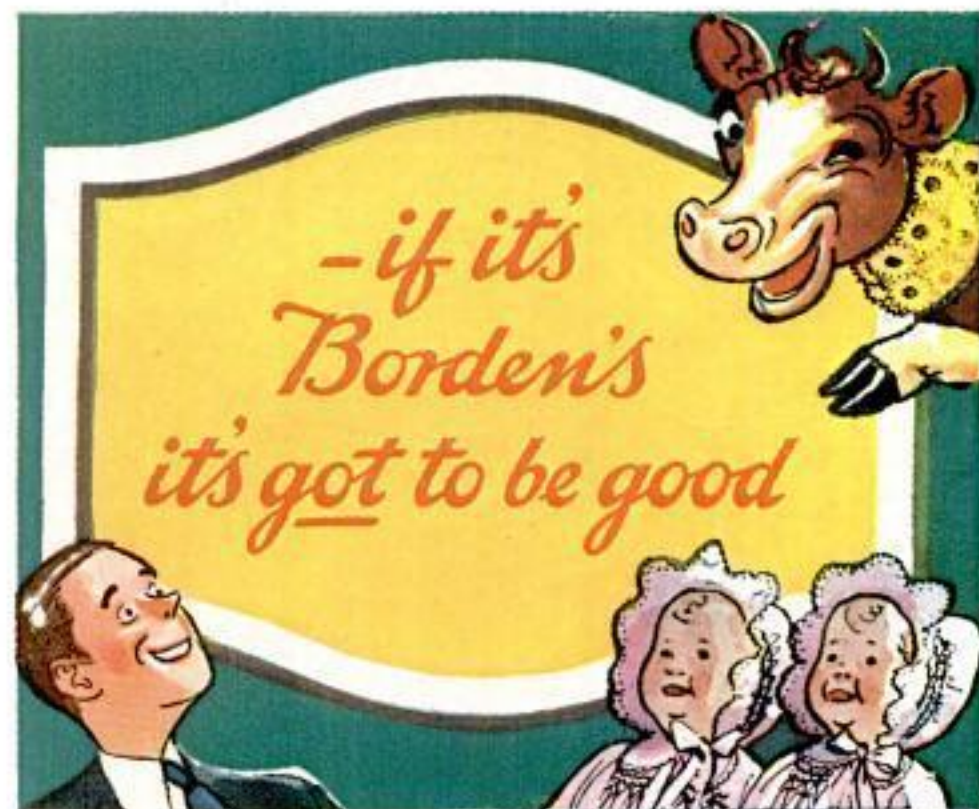


"Ask the Hollywood Stars, Mr. Reynolds," Elsie exclaimed. "Lots of them drink Borden's Malted Milk every noon as the mainstay of light, slenderizing lunch-*eons*—it's so satisfying and refreshing."

"And good, I'll wager," said Mr. R.

"Good is right," cried Elsie. "Millions of people will tell you that... if it's Borden's it's GOT to be good!"

To bring you the best of dairy products, more than 100,000 dairy farms provide milk for Borden...and to guard the goodness of all Borden foods and deliver them to your home, more than 27,500 employees work in partnership with 47,000 Borden owner-stockholders.

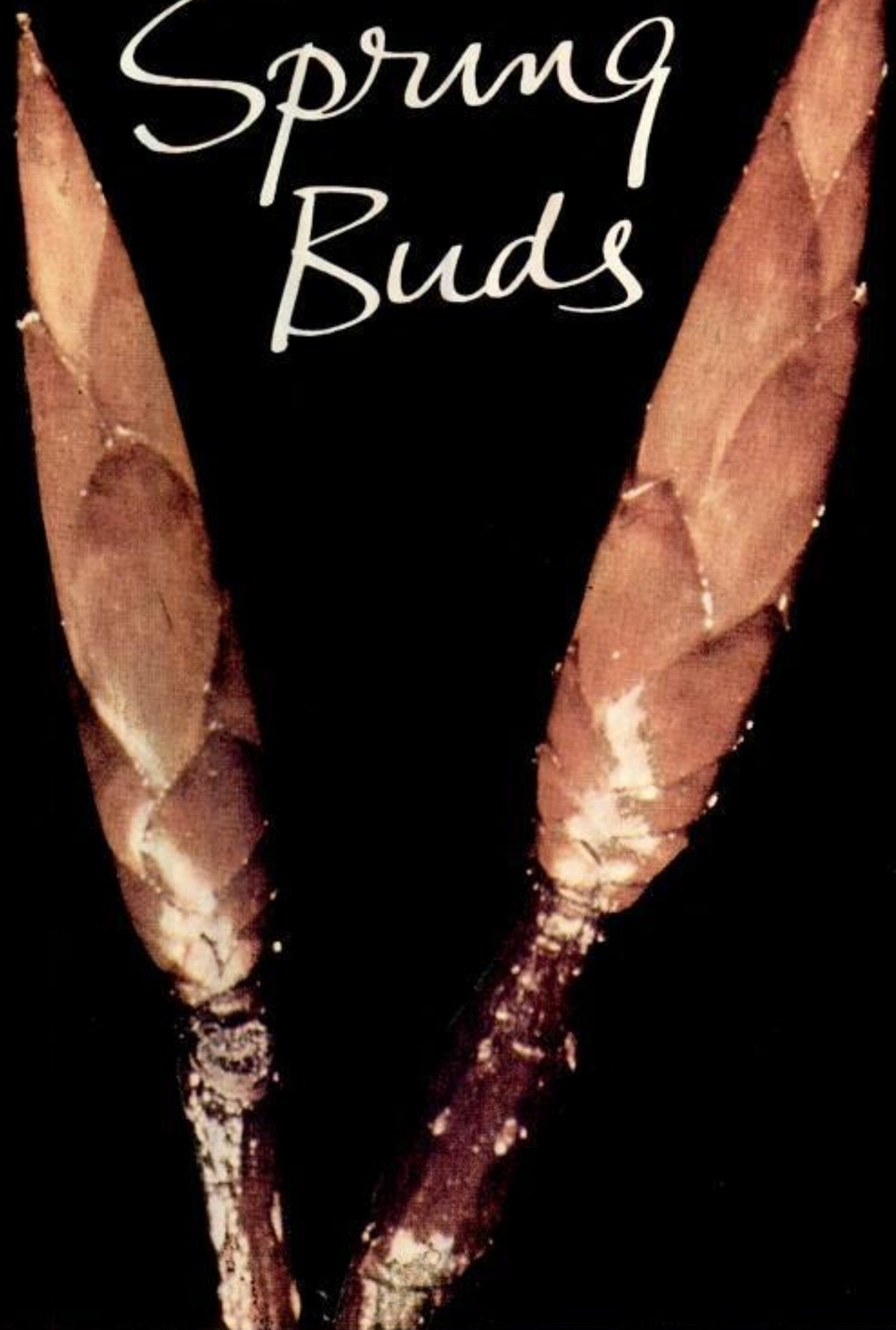


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TULIP TREE HAS LARGE FLOWER BUD

Spring Buds



BEECH IS LONGEST, SHARPEST OF TREE BUDS. LEAVES, FLOWERS, TWIGGS COME FROM SINGLE BUD



ALDER BUD SCALES ARE PUSHED OFF



STRIPED MAPLE BUD IS HARD & SHINY



THE SUGAR MAPLE'S BUDS ARE SCALY



FLOWERING DOGWOOD HAS ROUND BUD



A YELLOW BIRCH BUD OPENS.



LEFT: SCALES ARE LOOSENING. RIGHT: SILVERY LEAVES UNFOLD



PUSSY-WILLOW BUD HOUSES GRAY CATKIN

AT LEFT BELOW IS A BLUEBERRY BUD.



AFTER A MONTH OF SPRING WEATHER, IT EXPLODES INTO CREAMY MASS.



THIS DEVELOPS INTO BLOSSOMS (RIGHT) WHICH BEAR BERRIES

As winter ends, the tree buds begin to swell and burst into spring leaf

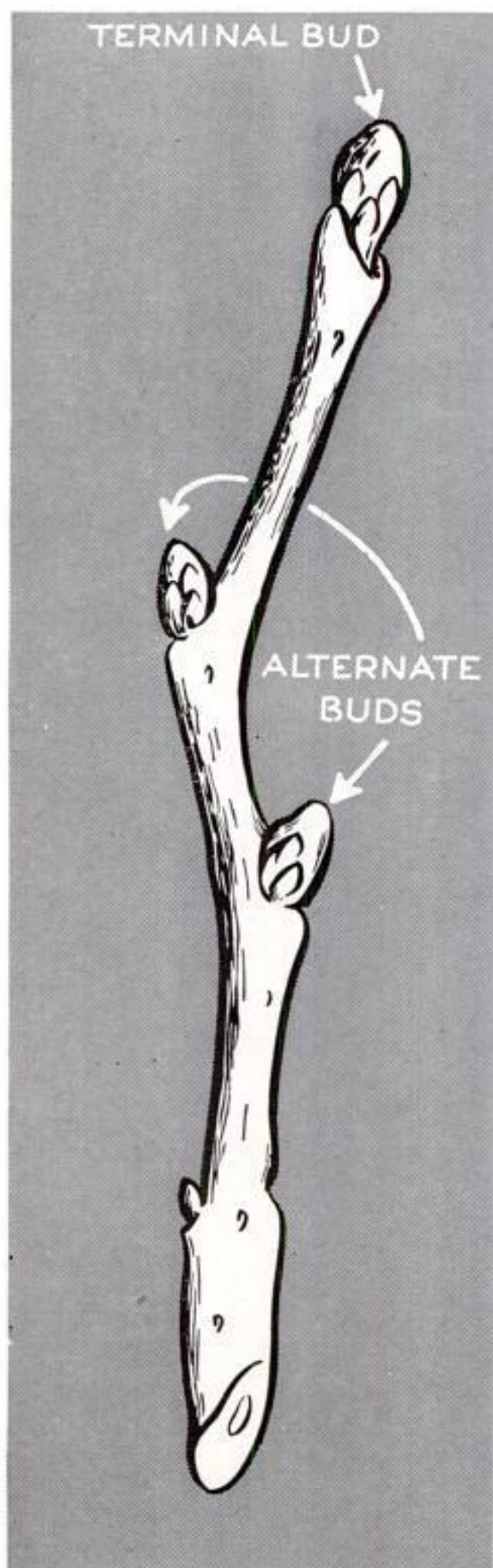
Over most of the country now, the millions of buds on billions of trees are swelling as the warming March sun sucks the watery sap up through the tree trunks and out along the branches. All winter, the buds have been tightly packed in winter scales, like many of those on the opposite page. But as far north as Missouri, buds are pushing hard against their coverings. The scales are falling off, as on the alder opposite. The first pale leaves are unfolding and the bare trees are taking on the blurred look that comes when spring breaks.

First buds out are the silver and red maples, the willows and poplars. By the time the locust buds are out in Carolina, the willows are beginning to burst in Connecticut. Last to come into leaf are the hickory, walnut and locust.

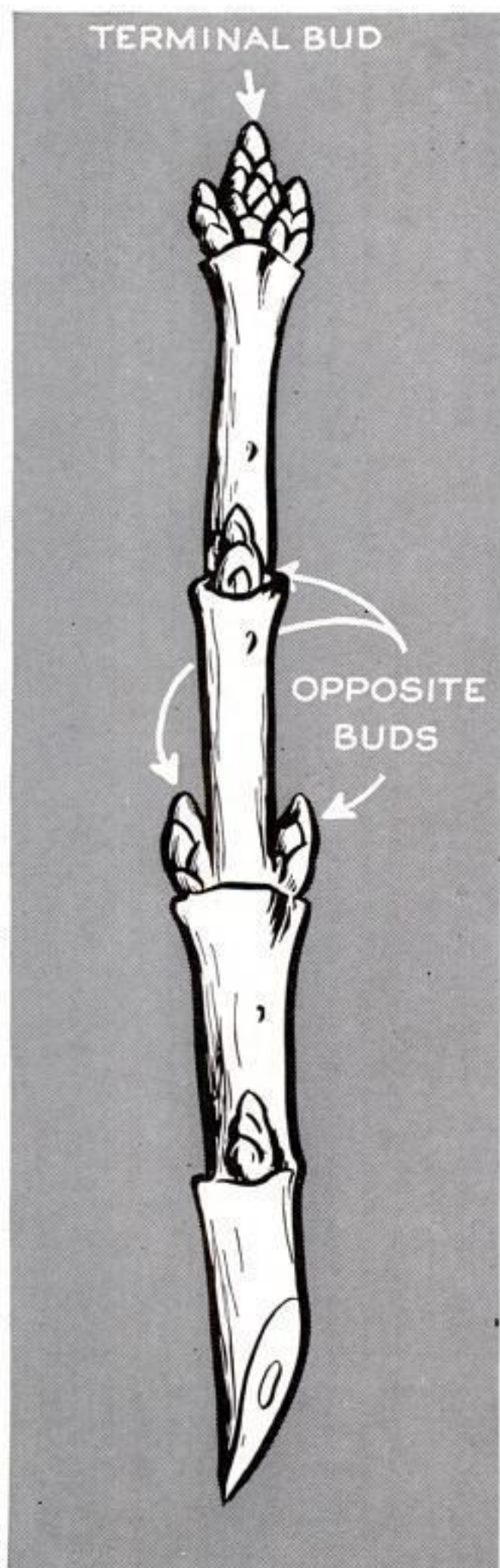
Buds are fully formed on trees in August. Through the cold months, they lie dormant. Most people think the woods in winter are bleak. Those who look closely find that each bud is a spot of color. One man who peered very closely is Rutherford Platt, vice president of a New York advertising agency, who took the color photographs opposite.

Nature produces a huge surplus of buds. Fewer than half of an elm's 7,000,000 buds develop. Those that do develop are carefully spaced to provide plenty of light for all leaves. If a leaf dies or is torn off, a dormant bud nearby quickly opens to fill the gap. Most undeveloped buds drop off in summer.

Some buds develop only leaves, some only flowers. But many carry within themselves the makings of leaves, flowers, twigs. These last are usually terminal buds (*shown in diagrams below*). To see what is inside such a compact miracle, turn the page.



Alternate buds grow this way. Stems change direction of growth at each bud. Almost all trees have alternate buds.



Opposite buds, found on ash, maple, dogwood, horsechestnut, grow in pairs, each pair at right angles to next pair.

CONTINUED ON NEXT PAGE

It's a wonderful, wind-swept feeling...

a cool April taste, a clean
all-new sensation, and any
time you say so, you can
have it for your mouth...



Instinctively you sense it the minute it touches your tongue... that here is a finer dentifrice, to help you renew that important feeling of freshness.

It's Squibb Dental Cream with pure concentrated Squibb Milk of Magnesia in it, to cleanse and polish gently, and neutralize bacterial acids, when it comes in contact with them... acids that might harm pretty teeth.

And here's something else to think about... so important to us is the purity and safety of Squibb Dental Cream, that it must pass 239 separate tests to qualify for the Squibb control number, recorded on each tube or carton... a good reason to ask for Squibb next time you buy.

SPECIAL OFFER

Ask your druggist for the new Economy Package of Squibb Dental Cream containing two tubes at a substantial saving.



*Taste and feel the refreshing difference!

SQUIBB Dental Cream

Spring Buds (continued)



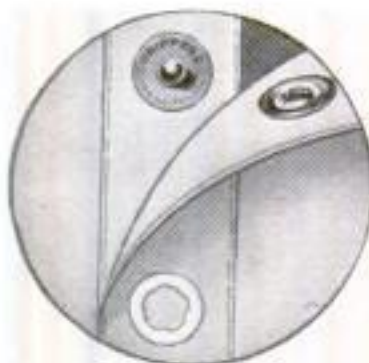
"Listen! Before I go crazy, get me some Shorts with 'Grippers'!"

Men! Why put up with "button bother"? Women! Why be "sewing slaves"? Shorts with GRIPPERS fasteners are laundry-proof—no buttons to sew on—no torn button holes to mend. They're neater and a thousand times more convenient! Be sure to ask your local dealer for shorts with GRIPPERS today!

***GRIPPERS**

Reg. U. S. Pat. Off.

***THE SNAP FASTENERS THAT END "BUTTON BOTHER"**



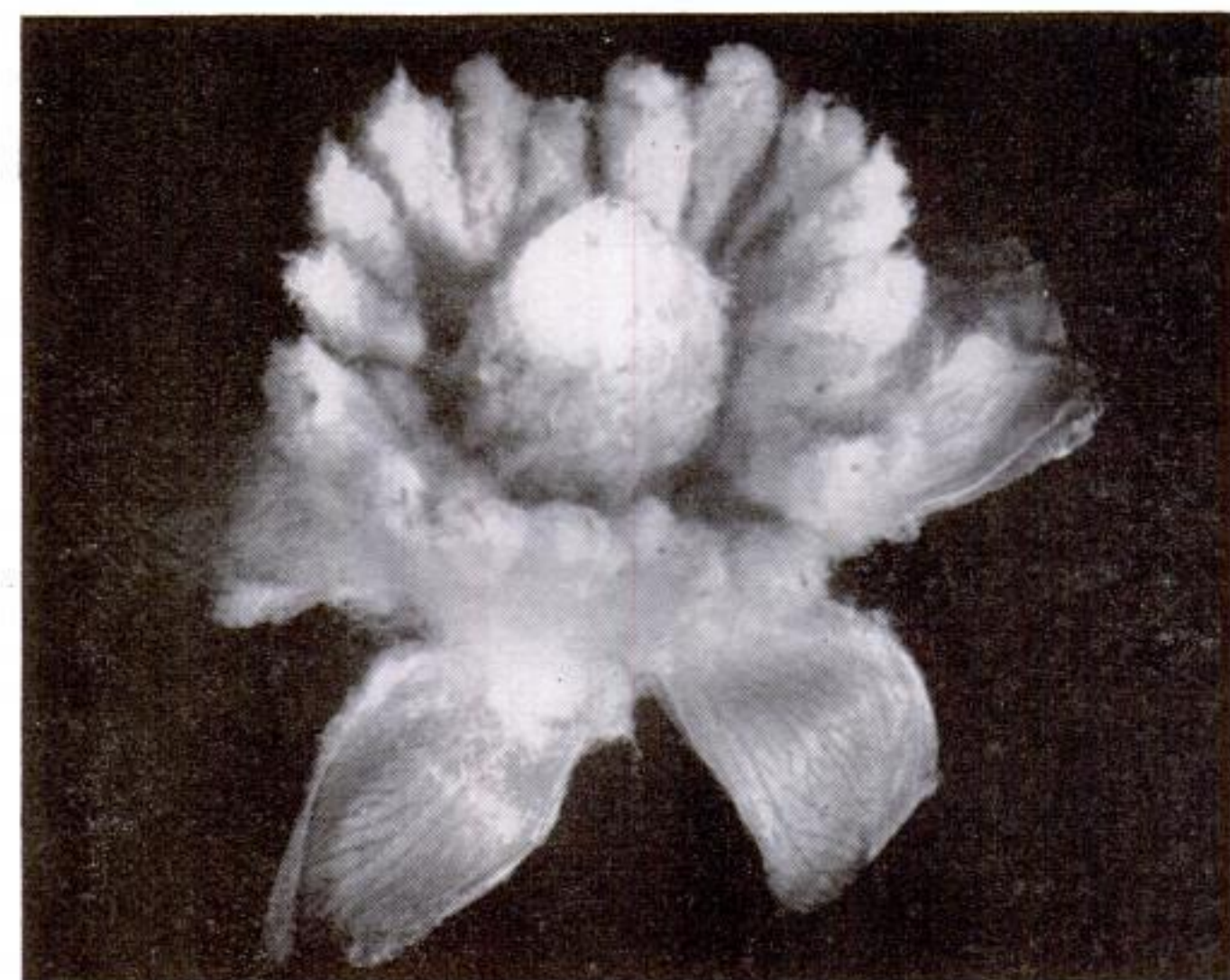
Scovill Manufacturing Co.
Waterbury, Conn.



A horsechestnut bud through the winter is tightly encased in tough scales.



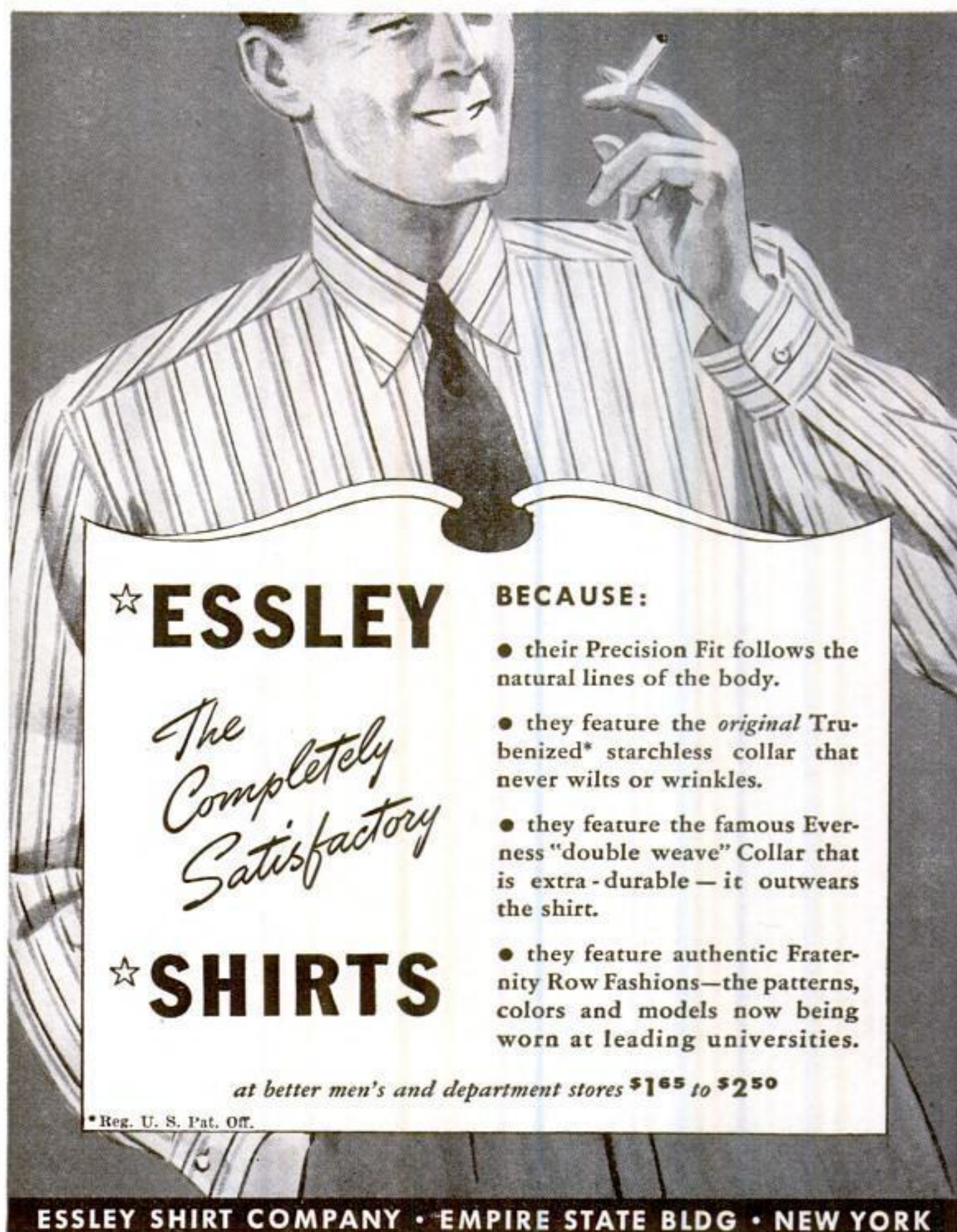
Bisected, bud reveals cone-shaped flower embryo surrounded by leaf embryos.



Carefully picked open, the winter bud looks like this. The flower embryo is in the middle, ringed around by the fuzzy leaf embryos, each one standing separately.



The embryo leaf, a single one of the many shown above, has all the characteristics of a full-grown leaf—six blades, each with distinguishing horsechestnut markings.



★ **ESSLEY**

The Completely Satisfactory

★ **SHIRTS**

at better men's and department stores \$1.65 to \$2.50

*Reg. U. S. Pat. Off.

ESSLEY SHIRT COMPANY • EMPIRE STATE BLDG • NEW YORK

BECAUSE:

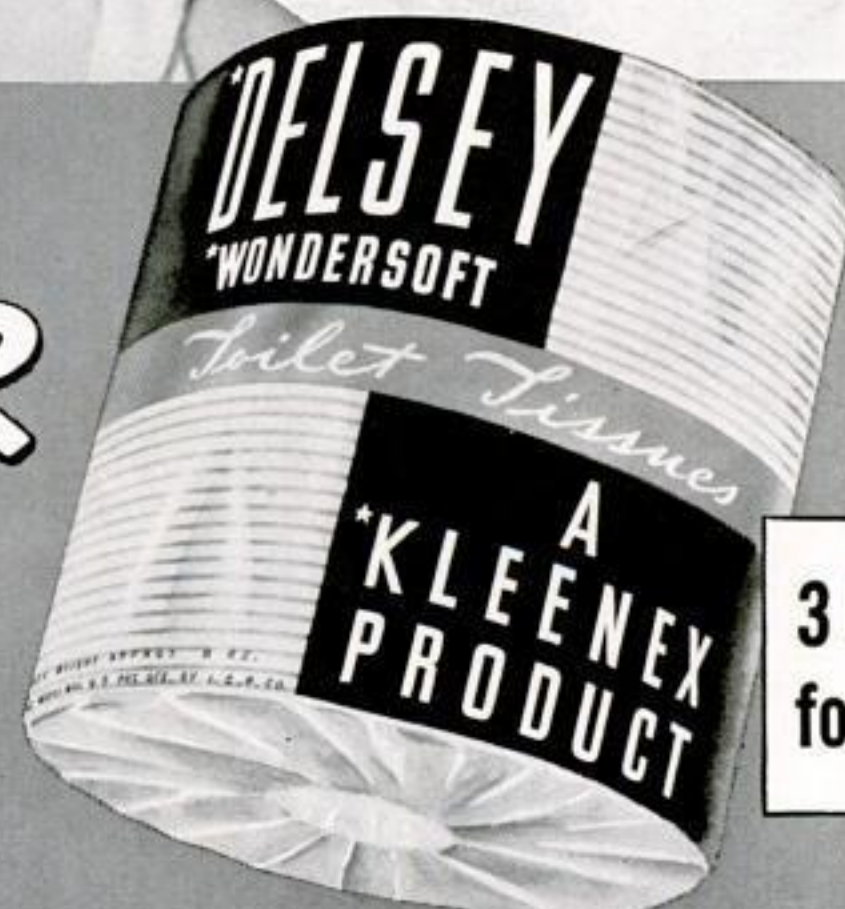
- their Precision Fit follows the natural lines of the body.
- they feature the *original* 'Tru-benized' starchless collar that never wilts or wrinkles.
- they feature the famous Everness "double weave" Collar that is extra-durable—it outwears the shirt.
- they feature authentic Fraternity Row Fashions—the patterns, colors and models now being worn at leading universities.

OH, BOY! THAT DELSEY
IS SOFT, LIKE KLEENEX



DELSEY[★] TOILET PAPER

Soft like Kleenex[★]...a Kleenex product
Double-ply for Extra Strength



3 Rolls
for 25¢

★ TRADE MARKS REG. U. S. PAT. OFF.



NEW YORK CAFE SOCIALITES

ELECT JOSEPHINE JOHNSON

THE GLAMOR GIRL OF 1941

Glamor Girls, like Dalai Lamas, are hurled into eminence suddenly and breathtakingly by experts whose judgment is intuitive and absolute. Fortnight ago, 1,400 social specialists met in Manhattan's Nine O'Clock Club and, after weighing genealogical and physical factors, determined 17-year-old Josephine Johnson had everything a Glamor Girl should have. By 1,169 votes, she was chosen Glamor Girl of 1941.

Like her predecessors—1937's Eleanor Young, 1938's Gloria Baker, 1939's Brenda Frazier—"Josi"

Johnson has dark hair, dark eyes, ivory skin. (1940's Patricia Plunkett [LIFE Jan. 8] is blonde.) She drinks two quarts of milk daily, dresses in one hour flat and can cook two things: scrambled eggs and chocolate pudding. Some day she hopes to study designing. She goes out only with young men who have jobs. Two traits she shares in common with Brenda Frazier: she adores shrimp cocktail and constantly combs her hair in public. "My ambition," says Glamor Girl Johnson, "is not to be a Glamor Girl."

A COCKER...AND A COCKTAIL ...HAVE A LOT IN COMMON



A cocker comes naturally by his well-padded paws. Spaniels have been *bred* that way...to hunt on marshy ground. Since 1870, Fleischmann has been perfecting gin to mix smoothly in cocktails. That's why Fleischmann's...the first American gin...is called a *pedigreed* gin. Every kernel of grain chosen for its distilling is specially selected. If you'd like *your* mixing to wind up with prize-winning drinks, *begin* with a *pedigreed* gin—start with *Fleischmann's!*



Fleischmann's Gin

A PEDIGREED GIN FOR PRIZE-WINNING DRINKS

DISTILLED FROM AMERICAN GRAIN. 90 PROOF . . . COPYRIGHT 1940, THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

Things have Happened!

KELVINATOR Has Done Something for the 4 Million Homes in need of a Bigger... Finer Refrigerator! Revolutionary new program of Large-Volume Production and Low-Cost Selling Plus Cooperation of 5000 Fine Dealers... brings you Size... Quality... and prices never possible before!

*Look at the Size!
Look at the Name!
Look at the Price!*

YOU CAN SEE IT TODAY on 5,000 dealers' floors. And we warn you right now—that price tag will be hard to believe.

It's a sensational value! This huge 6½ cubic-foot model 1940 Kelvinator (not an out-of-date, last year's model) costs only \$119.95* delivered in your kitchen with 5 Year Protection Plan.

It's the bigger, better electric refrigerator millions of families have been looking for. Finest Kelvinator quality... 84 ice cube capacity—9 lbs. ... Kelvin Control... Automatic light... lots of other fine features PLUS the amazing Polar-sphere sealed unit, that uses current only 20% of the time, has power enough to keep five refrigerators cold, under average household conditions.

Here's how Kelvinator's revolutionary program made such value possible.

FIRST, we found a more efficient way to distribute Kelvinator products... and we cut the cost of selling. This made a big saving.

SECOND, by putting 96% of our production on six-cubic-foot size models and larger, we were able to build big refrigerators at a lower cost.

THIRD, in anticipation of greatly increased sales,

*Prices suggested are for delivery in your kitchen with 5 Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies.

we are doubling production schedules, and passing on the manufacturing savings to you.

That is why—despite rising prices—we are able to sell the finest, largest Kelvinators ever built at prices \$30 to \$60 less than last year's!

That applies to the whole new 1940 line of 6-and-8 cubic foot size Kelvinators, and even to the new "Moist-Master" models.

Come in today and look them over. Before you buy any refrigerator this year—Look at the Size! Look at the Name! Look at the Price!

You will choose Kelvinator, and be money ahead!

KELVINATOR DIVISION

NASH-KELVINATOR CORP., DETROIT, MICH.



SIZE
BIG 6
6½ cubic foot
Large "Family-Size"

NAME
NEW 1940
KELVINATOR
FROM THE OLDEST MAKER OF
ELECTRIC REFRIGERATORS

PRICE
\$119.95*
DELIVERED IN YOUR KITCHEN
WITH 5 YEAR PROTECTION PLAN

HAVE YOU SEEN the 1940 Kelvinator Electric Ranges, Washers and Water Heaters? The year's best values! See them at Kelvinator dealers.

© 1940, Nash-Kelvinator Corp.

See these other big **KELVINATOR** Values for 1940



TO HELP YOU PICK the best refrigerator for your money, your Kelvinator dealer will gladly give you a free copy of "The 1940 Refrigerator Guide." It contains complete, authoritative information regarding 1940 refrigerator values.



WANT A COMPLETELY EQUIPPED REFRIGERATOR? Model S-6 has big Vegetable Bin, New-type Ice Trays, Sliding Crisper. Compare with \$180 refrigerators. Kelvinator's new price only... **\$139.95***

WANT "MOIST-COLD"? Model HS-6 has new "Moist-Master" System—decreases the loss of moisture from foods. Compare with \$230 refrigerators. Kelvinator's new price only... **\$169.95***

WANT ALL DE LUXE FEATURES? Model R-6 has De Luxe equipment, Two Crispers, Cold Chest, Speedy Cube Trays, etc. Compare with \$210 refrigerators. Kelvinator's new price only... **\$179.95***

WANT THE FINEST REFRIGERATOR MADE? It's Model HD-6. Has all conveniences, plus "Moist-Master" System. Compare with \$230 to \$300 refrigerators. Kelvinator's new price only... **\$209.95***

THE HULLS OF TENNESSEE

They produced a great Secretary of State



IN THE MOUTH OF THIS CAVE, CALLED "OLE BUNKUM," SECRETARY OF STATE HULL'S FATHER, BILLY, SET UP HIS STILL AROUND 1865 TO START LIFE AS A MOONSHINER

"Billy" Hull, father of the Secretary of State, is a legend in northern Tennessee. The favorite tale is about the time when, as a young Union bushwhacker raiding Rebel farms on the border during the Civil War, he got into a feud with a fellow raider named Jim Stepp over a prize piece of loot, "a silver-mounted hawk rifle." Billy was "just a little feller—just big enough to pull the trigger" but "nervy as a tomcat." So Stepp persuaded a slow-witted, hard-drinking member of the gang named Riley Piles that Billy had been trafficking with the Rebs. Piles met Billy and his crony Alec Smith at the home of a neighbor named Cindy Lovelace one day and started shooting. Alec Smith fell dead and Billy dropped with a bullet through his head, clean from between his nose and right eye to the back of his neck. Riley Piles rushed up for another shot but "Cindy wropped her apron around his head and shouted, 'Lord a'mercy, don't shoot him again, he's daid now'."

Tough Billy Hull came to next day muttering, "I'm not daid, do somethin' fur me." When the wound had healed, he ignored dumb Riley Piles, went after Stepp. Trailing him into Kentucky, he found him one day sitting on a fence talking to another man. Stepp jumped down and said, "Why, hello, Billy." Billy shrieked, "God-dang you, don't you speak to me," and jerked a pistol from under his left armpit. Stepp started to run and Billy shot him "right a'tween the galluses." Stepp fell, but Billy, who had learned his lesson, shot him again to make sure. Back across the river in Tennessee, nobody ever said a word to him about the killing. "To his dying day," says Bud Hull, one of his surviving brothers, "he felt no more worry over it than if he had killed a rabbit."

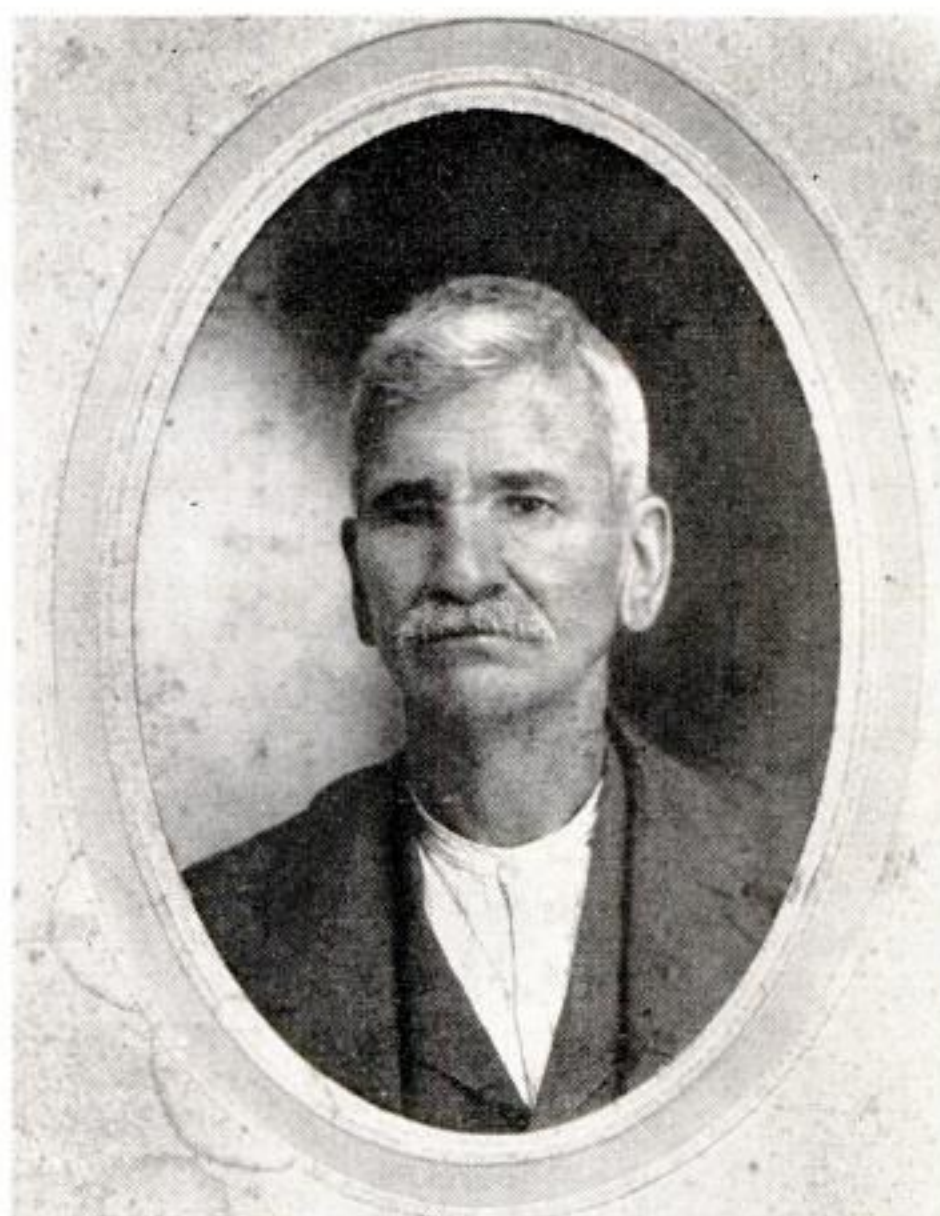
Says Secretary of State Cordell Hull of his father's deed: "He only did what any real person would do. Everyone thought well of him for it."

Billy Hull soon went over the mountains into Overton (now Pickett) County, bought some land and married a tall, dark Virginia girl with Cherokee

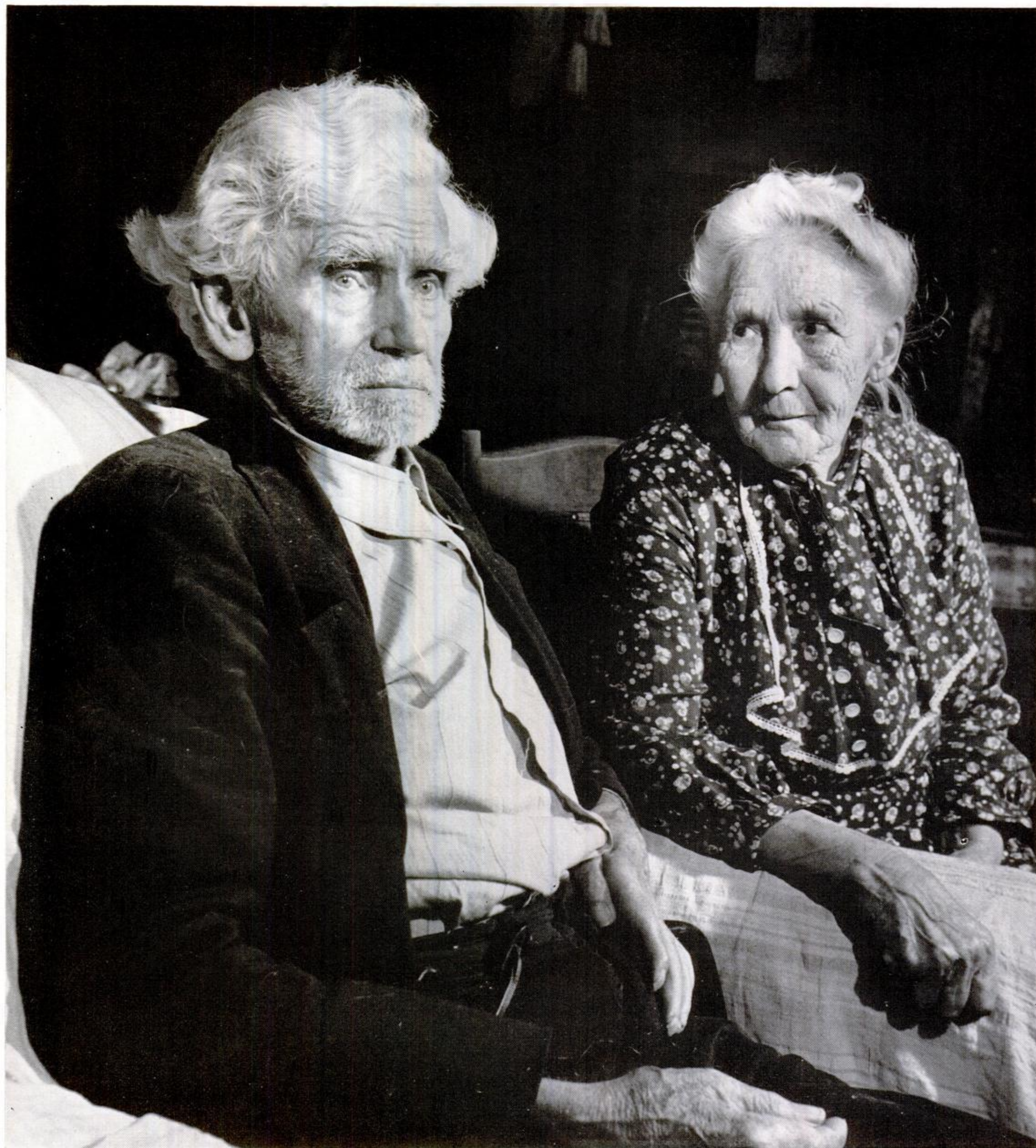
blood in her veins named Elizabeth Riley. For a while he "had a bus'ness" (Tennessean for moonshining), setting up his still in the mouth of nearby Ole Bunkum cave (*above*). By the time he got caught and fined \$25, he had \$1,000 saved up and was ready to quit. With the money he bought a stand of poplars and rafted them down the Cumberland to Nashville.

In the years that followed, Billy grew rich at timbering, moved on to a fine big house at Celina, then to another at Carthage, 40 miles down the Cumberland. But even after he was worth a quarter of a million dollars, mostly invested in Tennessee farms and Florida real estate, he remained an "ornery-dressin' fella," often going to Nashville "wearin' no more than five dollars' worth of clothes." In his last years, when he spent his winters in Florida, he would pack all his clothes in a cardboard valise, tie a tin cup to the handle and ride down in a caboose with the brakemen.

Billy Hull is dead 17 years now, and for more years than that Cordell Hull has made his home in Washington. But in the haze-hung Tennessee mountains, among the flowering laurel, sweet-burning hickory and gravelly creeks, uncounted Hull kinfolk still dwell. There, like their fathers for generations before them, they cuss and fight and drive their mules along the red mud roads, bake hoe cake, sing *Little Hugh* and hark to a rooster's crow at night as a sign that rain is coming. Last month, LIFE Photographer Walt Sanders was sent to examine the clan of Hulls on their native soil and on the following pages you will see his results—the homespun kinfolk of a great Secretary of State of the United States.



Father Billy Hull as photographed in Celina in 1905, when he was 65. His right eye was blinded by Riley Piles's bullet.



UNCLE BUD

AND

AUNT LOUISA

Billy Hull had ten brothers and sisters. Here are two brothers. Above: the Secretary of State's Uncle John Robert ("Bud") Hull and Aunt Louisa (pronounced "Loo-eyza"). On the opposite page: Uncle Louis Hull and First Cousin Elmer, son of Bud.

The Hull kinsmen, their neighbors and their way of life remain almost unchanged from the people and ways of Cordell Hull's youth—or of Abraham Lincoln's. Uncle Louis, 86, lives near Shirley in a mountain cabin half a mile from any passable road. Until he began suffering "spells" a few months ago, 84-year-old Uncle Bud, who lives near Armathwaite,

regularly arose before 4 a.m. to light a log in the fireplace. Aunt Louisa retired Feb. 1 as Armathwaite postmistress, after 30 years' service. She and Uncle Bud have eleven children. They have long since lost count of their grandchildren.

Of Billy Hull's five sons, Orestes, the eldest, "made a doctor" and went to Louisiana, where he died young of "a lock of the bowels." Sanadius Selwin was smart but wild, lost \$30,000 of his father's money trying to start in business, finally went to Texas for his health. He is now assistant district manager of the Federal Housing Administration in



San Antonio. After Cordell came Wyoming, known all his life as "General," who was sick as a baby and remained childish, spending his time reading the Bible and wandering around Carthage begging quarters for circus tickets until he died. Roy, the youngest, inherited his father's powerful temper. After a fight in which a stablehand saved the old man from him, he went off and joined the Army, died in a fall downstairs in a Chattanooga hotel.

Cordell was the sober one—"Cord was always jest like a grown man, from the time he could walk," Billy once said. He had—and still has—his father's

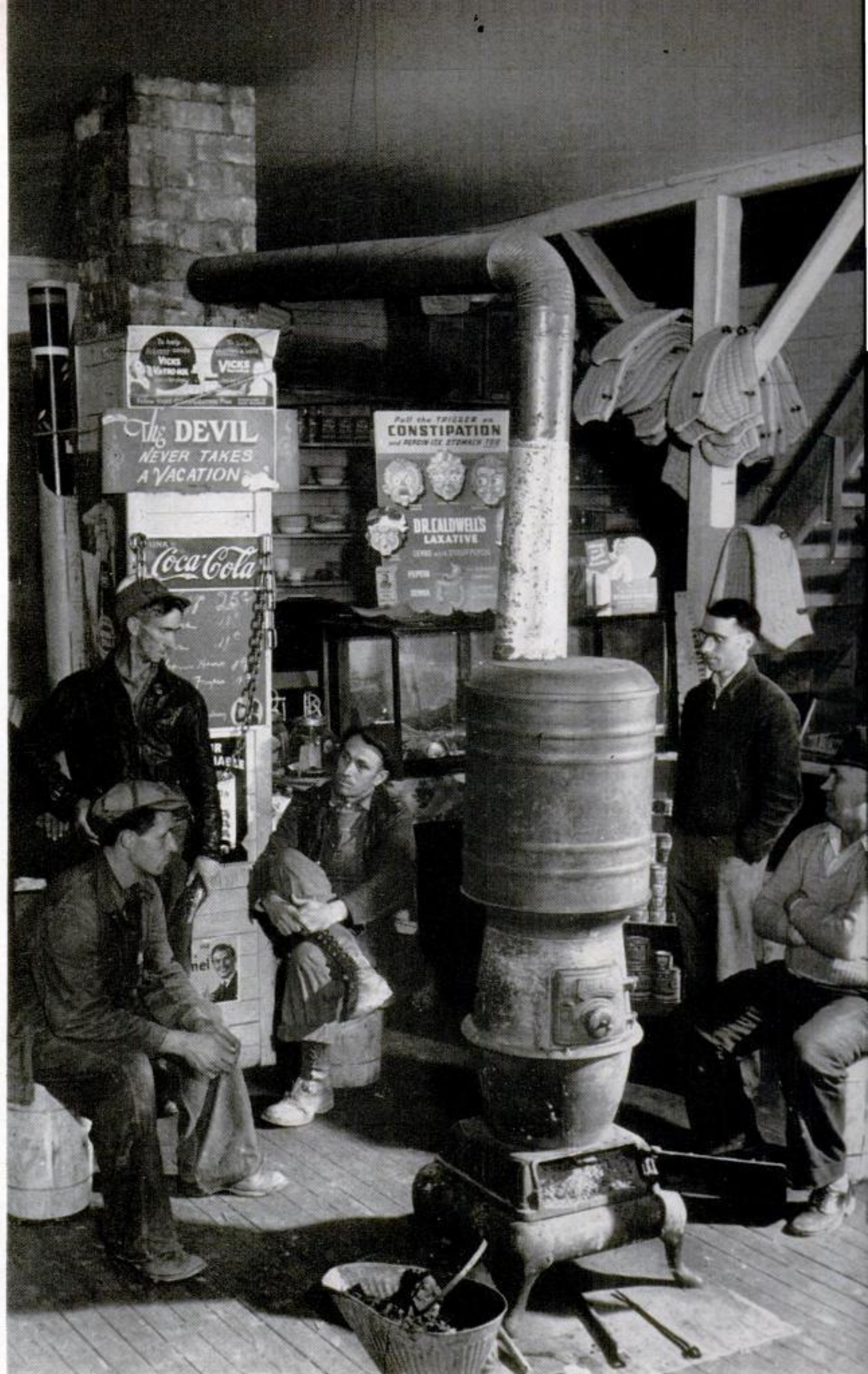
temper, too, but he learned to control it. Cord helped raft logs down to Nashville and could flick flies off a steer's rump with a blacksnake whip, but there are no tales of his dancing, singing or even game-playing as a boy. (Later on he got to be quite a poker player, and cleaned up when he went to Cuba in 1898 as captain of a volunteer company.) "Last picture I saw of Cord," observed Uncle Bud recently, "it shore looked like he was studyin' hard." That is the way his neighbors remember him best—as always "studyin'" (i.e., thinking deeply) or "sittin' on a stump with a book in his hands."

UNCLE LOUIS AND COUSIN ELMER

THE HULLS OF TENNESSEE (continued)



Cousin Edd (short for Eddie) Hull runs the store at Armathwaite. "I allays figured I was a little better lookin' man than Cordell," says Edd, "but he had a little more sense."



Four Hull cousins and a neighbor around the store stove. Edd, who sits at right, says: "I gambled and drank for 25 years, but one time they gave me morphine and robbed me up in Kaintuck and I stopped."



Kinfolk too numerous to be counted are revealed by mailboxes like this along the red mud roads.



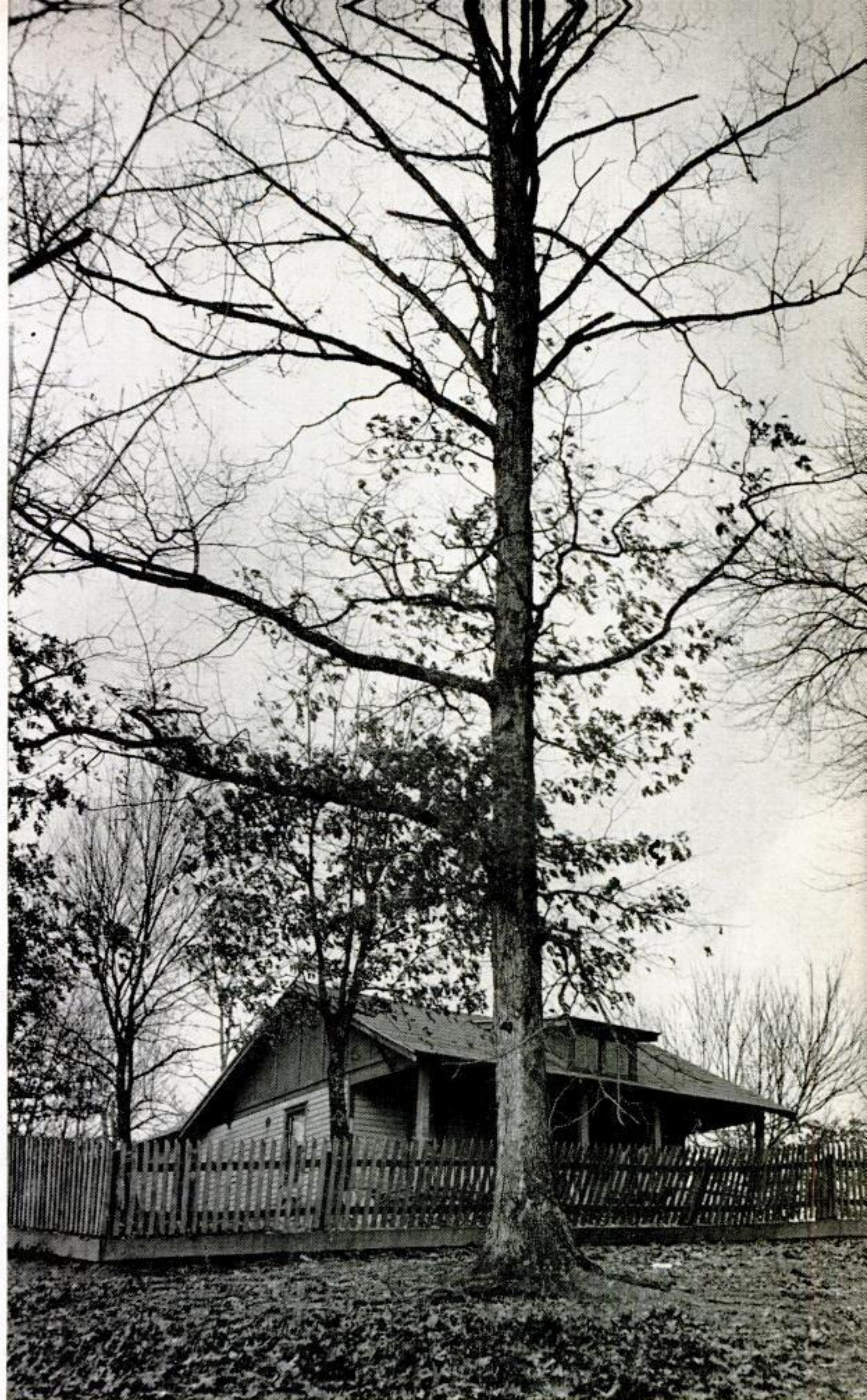
Grandparents Allen and Serena Hull are shown (right) in family portrait with daughters, grandsons and bearded Son-in-law George Voiles, Separate Baptist preacher.



Cousins Gena and Jimmy Hull (left), aged 8 and 5, wait with friend for school bus to Armathwaite.



Cousin Elmer's son, Ralph, 17, has an \$8 barber chair in the front of Edd's store. He makes \$3 or \$4 every Saturday at 20¢ a cut. Patron above is Roy Voiles, another cousin of Secretary Hull.



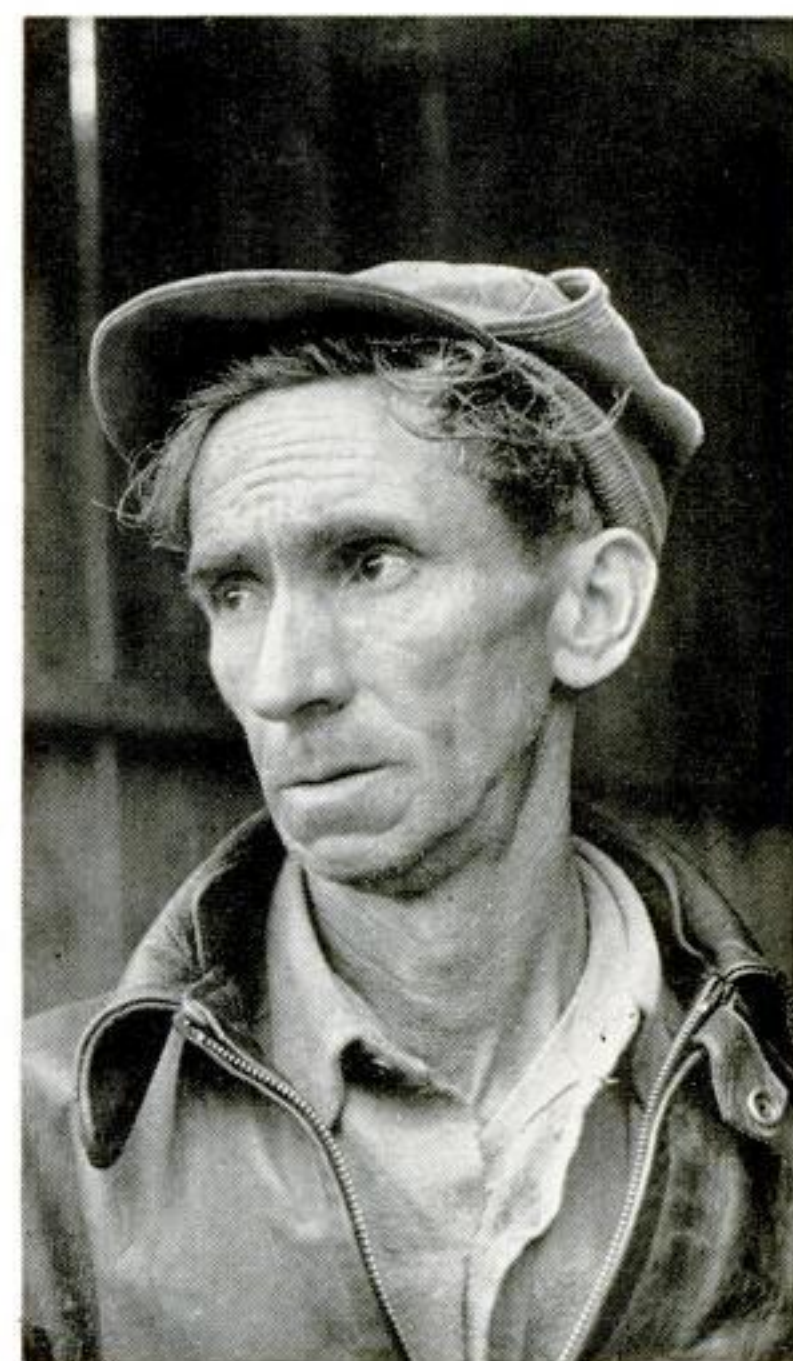
Uncle Bud's house sits on a hill up the road a piece from Edd's store. Mules supply the chief traffic on the road; cardinals the only touches of color in the winter landscape.



Cousin Janet Hull, aged 5, poses on her tricycle outside her grandfather's house.



Cousins Cordell and Jake Hull run a store at Jamestown, wholesale chickens, furs, nuts. Says this Cordell Hull: "I never did have much sense—never got beyond the sixth grade."



Cousin Elmer Hull hunts foxes in winter, gets about \$1.75 a pelt. This winter he has caught 25.



The log cabin where Cordell Hull was born on Oct. 2, 1871, still stands on Star Point near Byrdstown. It is now occu-

pied by a tenant of Farmer John Amonett, who figures it will be worth something "if Cord ever gets to be President."

CORDELL HULL: STATESMAN

Cordell, the "studyin' " Hull, never bewitched anybody by his public eloquence. But politics was the one thing that excited the solemn, lean, ambitious boy from the start, and he knew he had to make speeches to be a politician, and so he went at speaking doggedly, as he has gone after everything else in his life. At Montvale Academy in Celina, where Professor Joe McMillin taught the Classics, astronomy, anatomy and surveying, he was the eagerest in the Friday afternoon recitations. His favorite was *Bingen on the Rhine* but he made his biggest hit the day he turned up in a blue homespun workshirt to declaim *Clothes Don't Make the Man*. And every Friday after school he tramped twelve miles up and back to the weekly meeting of the Willow Creek debating society.

One afternoon when he was 16, Cordell, without telling his father, put up the team of mules he was plowing with, went over to a meeting at the neighborhood schoolhouse, and made his first political speech. Thereafter he spoke often, traveled much in the buggy of his hero, Congressman Benton McMillin (Professor Joe's brother), absorbing political lore and Jeffersonian doctrine. At 20, when he was practicing law on the strength of a ten-month course at Cumberland University in Lebanon, he was elected to the Legislature. At 32 he was made a circuit judge. At 35, in 1906, he went to Congress. There, deciding he would have to specialize to get ahead, he proceeded by dogged study to make himself the No. 1 Congressional authority on tariffs. Thus began the transformation of the Tennessee mountain boy into the great internationalist of today.

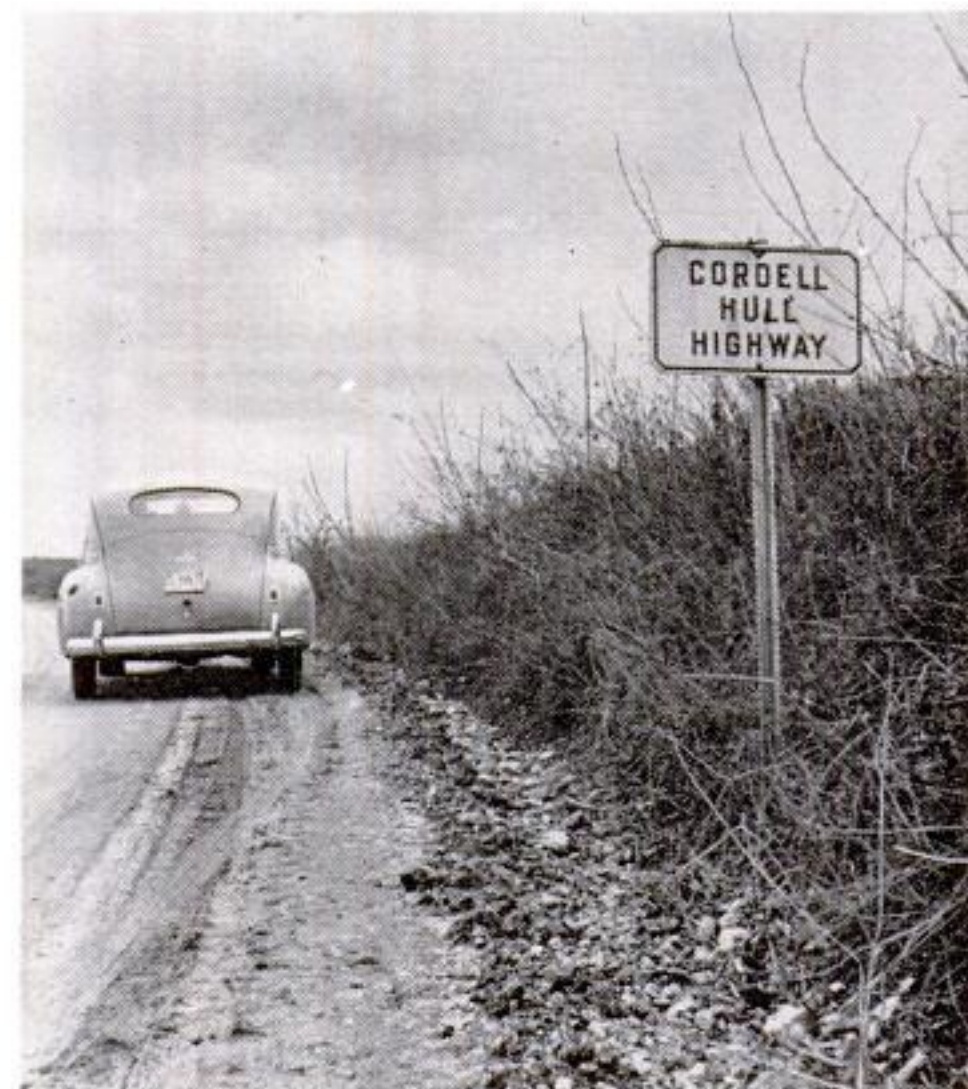
"Bent" McMillin's teachings and his own study fired Cordell Hull with the idea that the world, of which his own America is inescapably a part, can never be permanently peaceful and prosperous until nations bring down the tariff barriers which block free interchange of their goods. Half a lifetime of tenacious, uncompromising devotion to that one idea is embodied in Secretary Hull's Reciprocal Trade Agreements Act, which he has currently been defending against partisan and self-interested attacks. Even those who dispute his policy join the rest of the world in respect for the high vision, tenacity and integrity which have carried Cordell Hull of Tennessee to front rank among the world's statesmen.



With no stop at Defeated, Cordell Hull progressed from a judgeship at Gainesboro to Congressional home in Carthage.



Some Hull neighbors remain in Nameless, Tenn. Others settled down in the nearby villages of Defeated and Difficult.



Persistence is required to get through some of the bogs in Cordell Hull Highway, from Byrdstown to Chestnut Mound.



Secretary of State Hull, 68, is often called "Lincolnian" because of his backwoods origin and rustic simplicity,

and because he, too, is tall and gaunt, with a sad, gentle face and brooding eyes. But he merits the epithet best be-

cause he has pursued his goal of world unity with the same devotion that Lincoln gave to preservation of the Union.

POLISH NAVY AT WORK

FIGHTING BESIDE THE BRITISH, THE POLES MAKE
THEIR LAST STAND AT SEA AGAINST THE GERMANS



POLISH NAVAL ENSIGN

The last remnant of Polish sovereignty is the scud-swept deck shown on these pages. It is one of three Polish destroyers that fled the Baltic before the war broke out—the *Blyskawica* (*Lightning*), *Grom* (*Thunder*) and *Burza* (*Squall*). These three were later joined in English waters by two Polish submarines, the *Orzel* (*Eagle*) and *Wilk* (*Wolf*), which achieved the amazing feat of slipping past the whole German Navy and Air Force. This little fleet was attached to the British Navy. It has its own Polish Admiralty in London but is commanded by the British Admiralty.

These Poles are angry men. In the cold wet work of fighting the Germans in the North Sea, they are eternally warmed by their anger. They tell tall stories of the great feats of the Polish Navy, most of them not only implausible but impossible. They recount how their fellow-destroyer, *Wicher* (*Hurricane*), before she was destroyed by bombs, sank two German destroyers and damaged three out of nine engaged. They boast how the minelayer *Gryf* (*Griffin*) brought down eleven of 26 Nazi planes with her four little Bofors guns and how, when she caught fire, the crew took off ten tons of guns barehanded. They brag how when the torpedo boat *Mazur* was bombed in two, the crew lashed the ends to the mole and manned the guns under water, assisted by one girl.

But quite a different matter was the escape of the submarine *Orzel* from the Baltic. In mid-September she put in at the Estonian port of Tallinn because her commander had typhoid fever. The Estonians first prevented her from leaving within her 24-hour time-limit because a German freighter had just left, then interned her because she had overstayed her time. Although under guard, the Poles secretly got ready to escape, overpowered the Estonian guards and ran a gantlet of fire out of the harbor. With one handmade map, a gyro compass and a list of Baltic lighthouses, the *Orzel* searched for a quiet inlet where it could lie and charge its batteries. Then by day it lay on the bottom, by night cruised looking for German merchantmen. Once in the Skagerrak it grounded at night near a German destroyer flotilla, while searchlights swept by. On Oct. 16 the *Orzel* reached England after a cruise that makes naval history.



"LIGHTNING" TAKES A SEA OVER 4.7-IN. GUNS. BIGGER THAN ANY

"Lightning" (*Blyskawica*) takes a minelayer (far rear) under escort, while a seaman in American-style cap

cleans one of the sirens. Before refit, *Lightning* had a dangerous roll in heavy seas, was stripped down.

Smoke generator sends out practice smoke screen concocted in chemical tanks below decks. On the rails beside the seamen, mines are rolled off





BRITISH OR AMERICAN DESTROYER, IT HAS BOLD DESIGN, MAKES 42 KNOTS



"LIGHTNING" RUNS SMOOTHLY AT 30 KNOTS. TWO PAIRS OF ANTI-AIRCRAFT GUNS ARE VISIBLE

the stern. When the British tried to take off some of those big guns to lighten the ship topside, the Polish crew put up armed resistance.

Signal blinker lamp winks to shore office a dot-dash request that *Lightning* be allowed to put in. Signalman is

an Englishman attached to ship. British Liaison Officer Lieut. Commander Dennis watches shore with binoculars.



So he's promised to love, honor... and throw away his flute!

1. I no sooner rented a room to this handsome young fellow than he turned out to be a flute player! About midnight he started tooting a big silver flute, and the other tenants started banging on the water pipes!



Copyright, 1940, General Foods Corp.



2. He had paid in advance, so I couldn't throw him out. But after two hours of torment, the other tenants served notice that it was him or them! So I made an effort to reason with this flute addict before calling the cops.



3. "Nobody can sleep!" I pointed out. "Neither can I!" he replied. "I drank coffee at dinner! I seldom touch it—it keeps me awake! But tonight I couldn't resist—so I can't sleep. Playing the flute quiets my nerves!"



4. "Drink Sanka Coffee!" I told him. "Delicious coffee... but it's 97% caffeine-free and can't keep you awake!" "You're a pretty widow, and I like you," he replied, "but I know that any coffee will keep me awake!"



5. "Try Sanka!" I said. "The Council on Foods of the American Medical Association says: 'Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden.'" "I might try it," he said, "for you!"



6. We didn't hear the flute the next night. The following morning he came downstairs, crying: "It worked! I switched to Sanka and I slept fine." (P. S.—Now he's proposing to me! How you going to figure these flute players, anyway?)



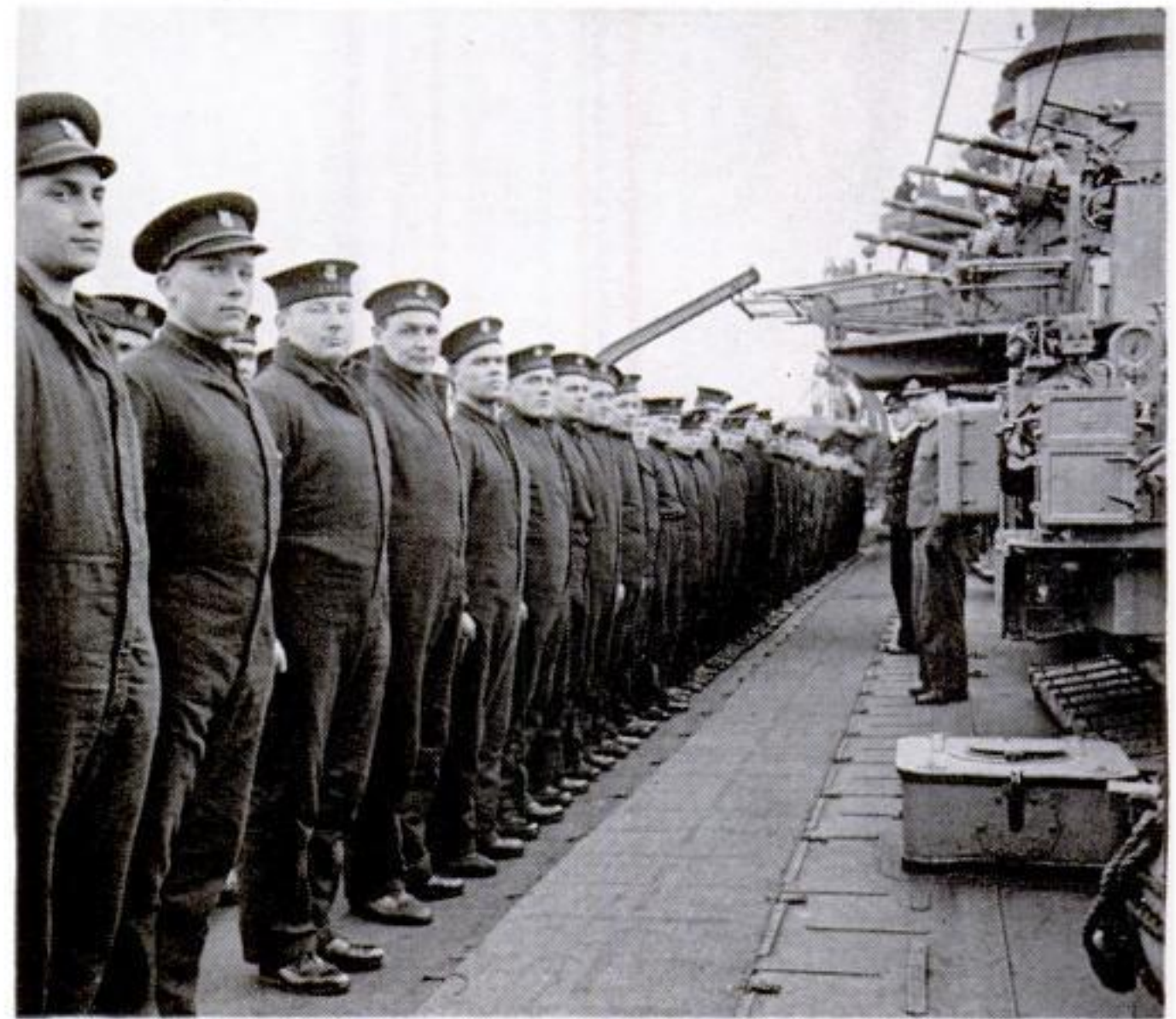
SANKA COFFEE

REAL COFFEE... 97% CAFFEIN-FREE... DRINK IT AND SLEEP

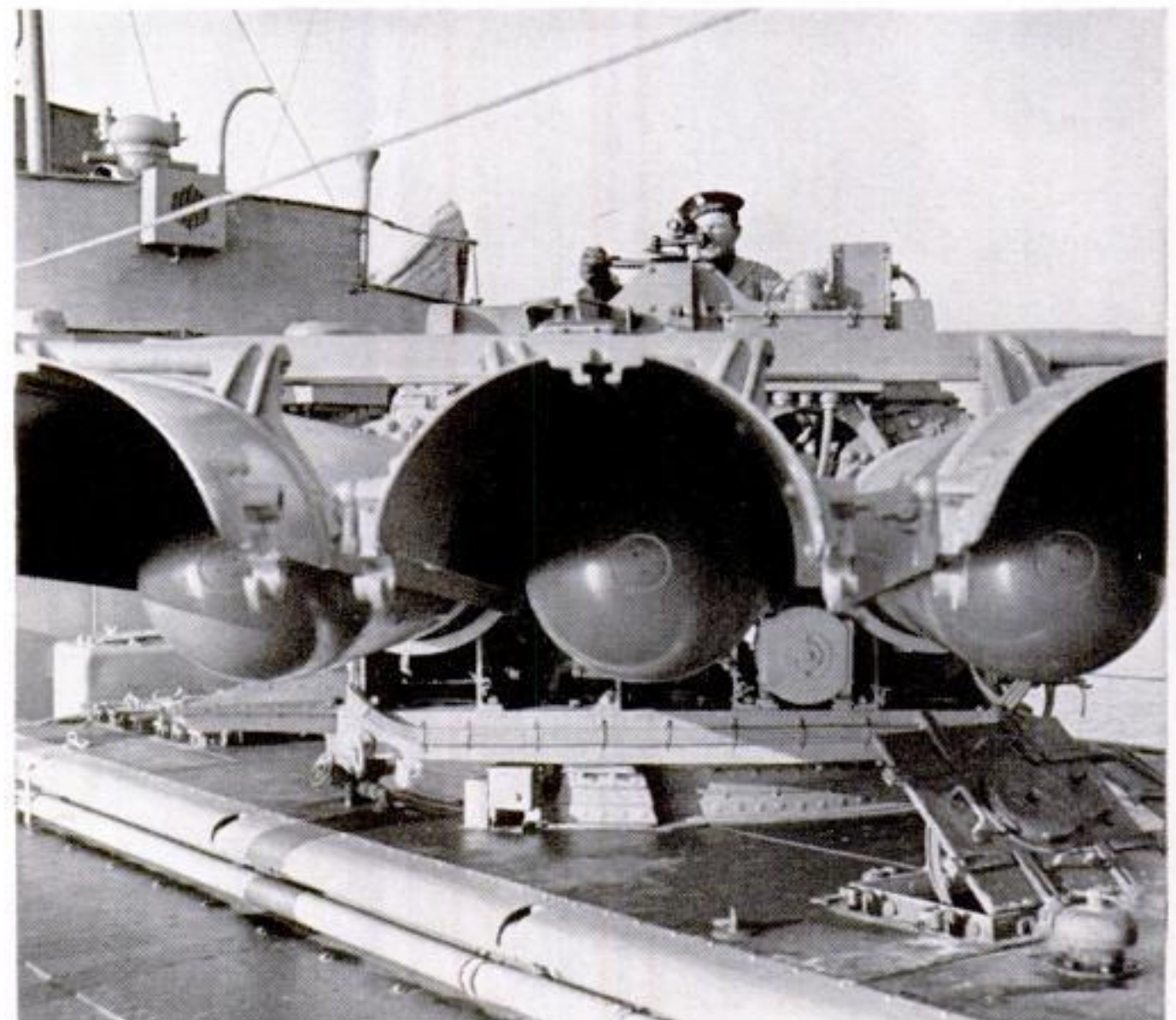
TUNE IN "WE, THE PEOPLE"... laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia network—see your local paper for time and station.

NOW SELLING AT THE LOWEST PRICE IN HISTORY!

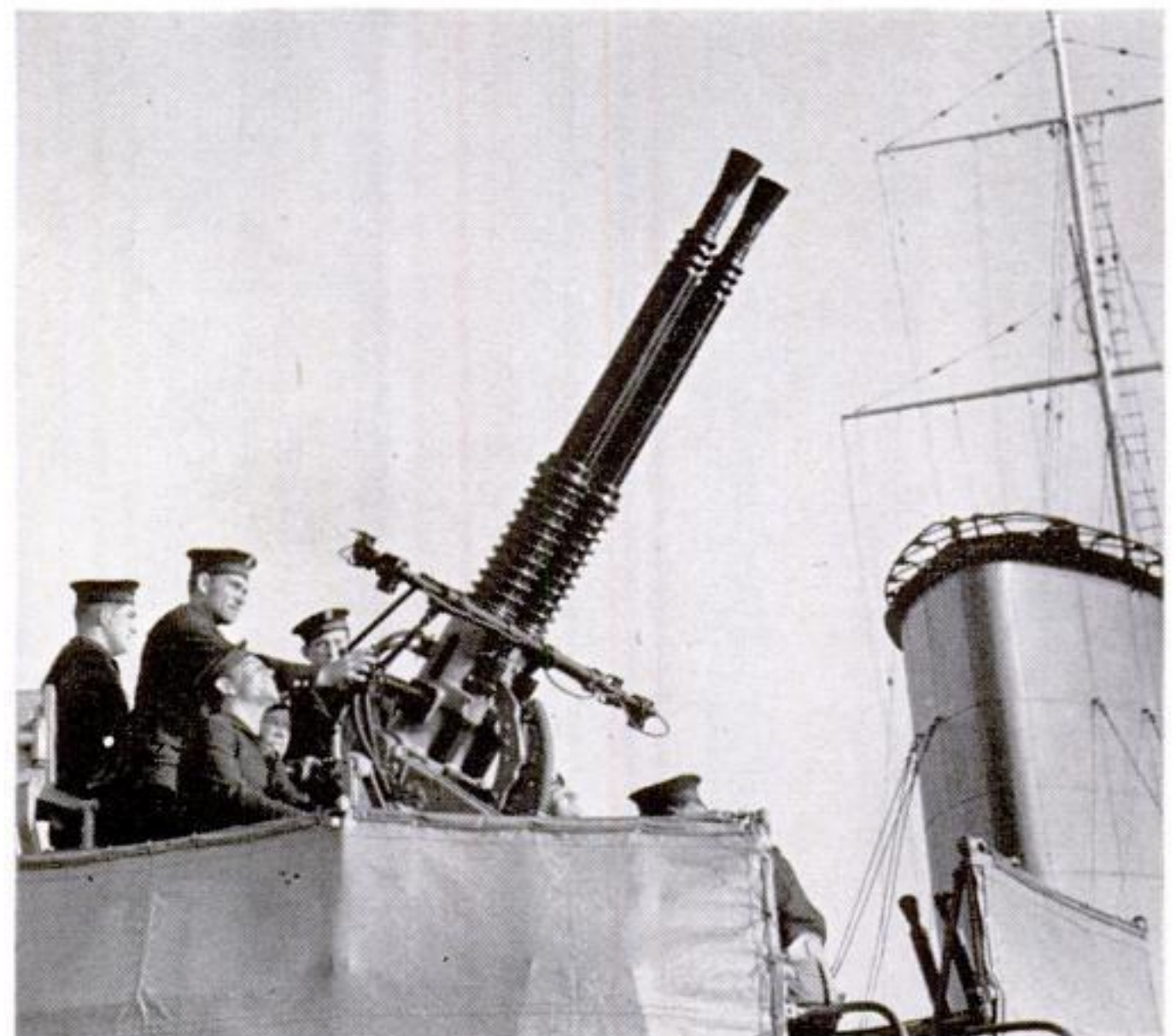
Polish Navy (continued)



Crew of the *Squall* (*Burza*), one of three Polish destroyers to reach Britain, lines up. Notice the British multiple machine guns (top right). *Squall* has a crew of 150.



Three torpedo tubes on *Lightning*'s main deck can be swung on turntable toward either beam. They are fired clear, drop to the water and then move on their own.



Anti-aircraft guns are in this war one of a destroyer's most important armaments. These are 40-mm. Bofors firing a stream of super-sensitive little shells, 300 a minute.



Chief of the Polish Navy is Rear Admiral Swirski. He heads the figurehead Polish Admiralty in London. The Admiralty concerns itself chiefly with the ships' personnel.



Ship cartoonist is Sub-lieut. Hojciechowski, who cartooned ship's war career. *Wojna* means "war." Noted are plane attack, high hats at Rosyth, mines, secret mission.



Solitaire is played by officer in the wardroom of the *Lightning*. Caricature of British liaison officer, Lieut. Commander Dennis, was done by Cartoonist Hojciechowski.

At Atlanta's World Premiere

Miss Calhoun smiles from the porch of Tara Hall, which was restored for the plantation scene at Atlanta's "Gone With The Wind" Ball.

Before the Premiere—Miss Nancy Calhoun, charming debutante daughter of Mrs. Andrew Calhoun, entertains at "Tryggvesson," the spacious family mansion on lovely old Pace's Ferry Road.



WE INTERVIEWED MISS CALHOUN

QUESTION: So many Georgia girls have "peaches-and-cream" complexions, Miss Calhoun. How do they do it? It's easy to see you have the answer!

ANSWER: "Well, really, I'd say Pond's 2 Creams are the answer—at least for me! Morning and evening I cleanse my skin carefully with Pond's Cold Cream to make sure every trace of make-up is removed. And before putting on fresh powder, I always spread on a light film of Pond's Vanishing Cream."

QUESTION: Do these two Creams do anything else for your skin?

ANSWER: "Yes, much more. You see, besides cleansing, regular use of the Cold Cream softens my skin and brings a warm glow, and the Vanishing Cream helps protect it against weather—smooths little roughnesses right away, too!"

She was a Belle of the Ball

—BOTH ARE SOUTHERN BEAUTIES—AND BOTH HELP KEEP THEIR SKIN LOVELY WITH POND'S

She wrote it up

WE TALKED WITH SUSAN MEDLOCK

QUESTION: Isn't it a tough beauty assignment to hurry straight from a newspaper office looking fresh enough to "cover" a society party?

ANSWER: "No, because I always keep jars of the 2 Pond's Creams right in my desk—ready to freshen up my complexion in a jiffy. Pond's Cold Cream is just perfect for a thorough, easy cleansing. It leaves my skin feeling so sweet and clean—and soft! Then, before make-up, I use Pond's Vanishing Cream."

QUESTION: Do you mean you get a quicker and better effect with your make-up when you use both Pond's Creams?

ANSWER: "My, yes, and I'll tell you why: Pond's Cold Cream cleanses and softens my skin. Pond's Vanishing Cream is a different kind of cream—it's a non-greasy powder base that takes make-up smoothly—keeps it mighty nice for hours."



▲ Susan Jones Medlock, bright young reporter, originated the *Atlanta Journal* column called "Peachtree Parade" in which she records Society's doings.

► In *A Box* at the Ball, our reporter gets highlights for her column—rushes back to her office to meet the deadline with comments on the festivities.



SEND FOR TRIAL BEAUTY KIT

POND'S, Dept. 21CV-C2, Clinton, Conn.

Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of Pond's Vanishing Cream, Pond's Liquefying Cream (quicker-melting cleansing cream), and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name _____
Street _____
City _____

TAFT & TAFT

by JOSEPH ALSOP & ROBERT KINTNER



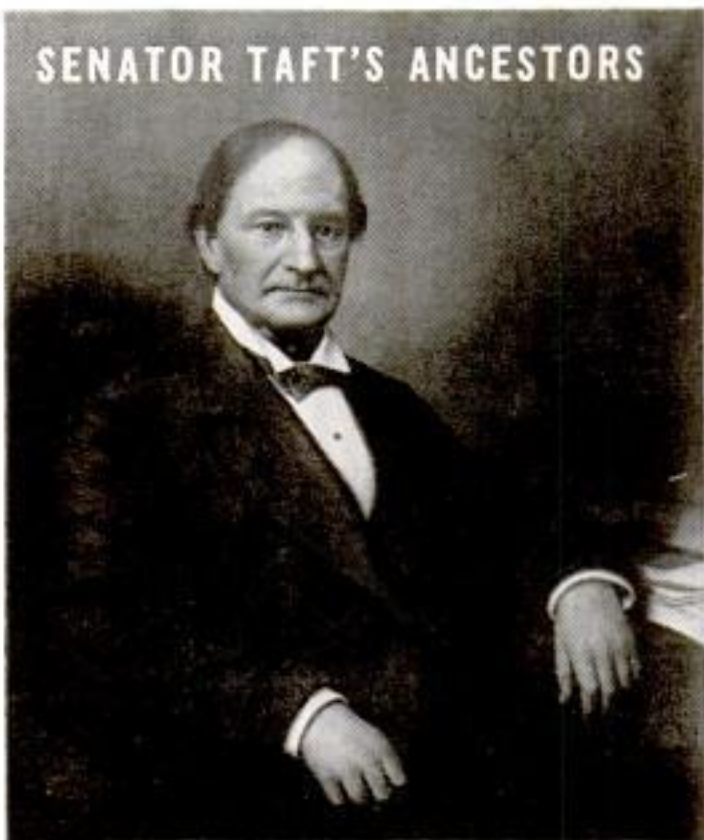
Senator and Mrs. Taft relax in the living room of their rented Washington home. Not always serious, he likes to joke, is a crafty poker player. Martha Taft was educated at exclusive Rosemary Hall and the Sorbonne and later taught at Rosemary. She has a warm Irish wit.

In the gigantic vaudeville of American politics, the family act is a new kind of turn, popularized as a sideline by Franklin Delano Roosevelt and Anna Eleanor Roosevelt, but brought to its real perfection by Robert Alphonso Taft and Martha Bowers Taft. The team of Roosevelt & Roosevelt practices a rudimentary division of labor. Since Franklin Roosevelt first aspired to the Presidency, his wife has concentrated on her thousand and one other interests, leaving political activity largely to him. The team of Taft & Taft makes no such traditional distinction. And their innovating daring may be the deciding factor if Roosevelt II is to be succeeded in the White House by a Taft II.

Bob and Martha Taft brought their family act in from the provinces only a year and a half ago. Bob Taft had a famous name, driving energy and the reputation of having transformed the Democrats' 1936 Ohio majority of 630,000 into the Republican majority of 170,000, which sent him to the Senate in 1938. He immediately joined Arthur H. Vandenberg and Thomas E. Dewey as a leading contender for the Republican Presidential nomination.

Since then, vast numbers of Americans have got to know the Tafts. Together and apart, they have quartered the broad valley of the Mississippi, marched into New England, descended on the tourist haunts of Florida, hunted delegates in Texas with more success than turkeys, and barnstormed through the high Northwest in the family car. Everywhere they have been greeted with mild surprise. Bob Taft, solid and ungainly in his store clothes, expounds his firmly conservative doctrine with an odd, plodding insistence. Witty, frank-spoken Martha Taft, always cheerful and generally disheveled under her yoke of presentation flowers,

SENATOR TAFT'S ANCESTORS



Grandfather Alphonso Taft was in Cabinet under Grant, minister abroad under Arthur.



Grandmother Louise Taft called Alphonso "Mr. Taft," never read a "frivolous" book.

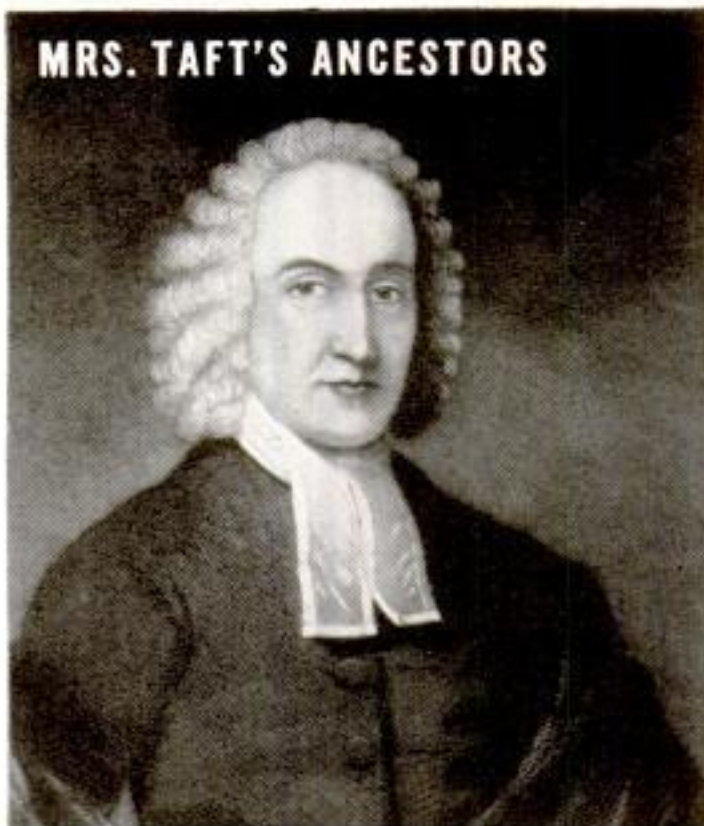


Father William Howard Taft was only man to be President and Chief Justice of U. S.

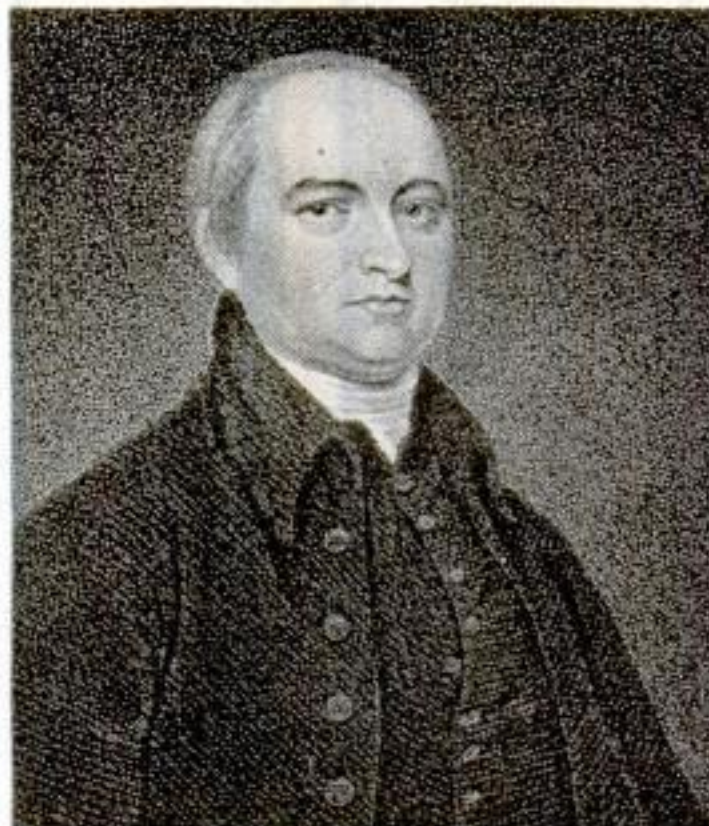


Mother Nellie Herron Taft, called "fascinating Nellie," taught school, is now 79.

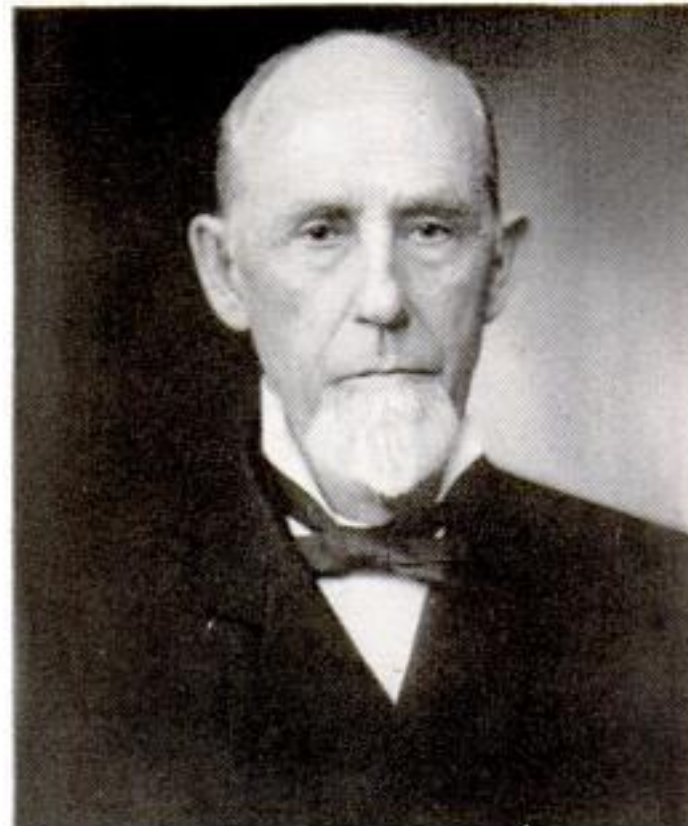
MRS. TAFT'S ANCESTORS



Great-great-great-great-grandfather Jonathan Edwards was famed colonial minister.



Great-great-grandfather Timothy Dwight, a Yale president, was grandson of Edwards.



Grandfather Thomas Wilson, a native of Ireland, was Chief Justice of Minnesota.



Father Lloyd Bowers, Solicitor General under Taft, was a famous railroad lawyer.

THE POLITICAL TEAM OF SENATOR BOB AND HIS WIFE MARTHA SEEKS PRESIDENTIAL NOMINATION BY EARNEST CAMPAIGNING AS PLAIN OHIO FOLK

overflows with a magnificent, boundless vitality. Both are strangely un-theatrical. They go through the expected motions—as everyone has noticed, Bob Taft's publicity pictures are the funniest since Calvin Coolidge's—but the impression is not quite what amateurs of the political vaudeville have lately come to expect. A puzzled Tacoma lady tried to sum it up, remarking gropingly at a Taft meeting: "The Tafts seem just fine but I can't help wondering whether they aren't dressing down to Washington State."

Most people realize at once, of course, that the Tafts are putting their best foot foremost. Their very plainness, their obvious satisfaction that theirs is an act to which it is safe to bring the wife and children, is one of the two great assets of the team of Taft & Taft. The other is the fact that they are a team.

As befits the husband and the candidate, Bob Taft makes the main decisions and the main speeches. But with all his ability and his capacity for work, Bob Taft has one serious political defect. His passion for privacy is almost morbid. He can be remarkably convincing in his impersonal, platitudinous style, but he presents himself to the public in the bleak terms of a *Who's Who* sketch. The task of putting Bob Taft across is thus reserved for Martha Taft, one of the few women in the world who can compete in charm with Eleanor Roosevelt. To interpret the husband to the voters, the wife stumped Ohio when he was running for the Senate. Now she has taken the stump on her own to help him get the Republican nomination. And, if he does get it, the betting is odds-on that she will stump the nation to send him to the White House. Thus far, the combination seems to be working well, for the Tafts hope to go into the Republican convention with at least 300 delegates.

CONTINUED ON NEXT PAGE



The Taft ancestral home in Cincinnati was this stately mansion which belonged to Bob's grandfather Alphonso. Here in the 1870's his Uncle Henry (left), his father (near the fence) and his Aunt Frances played about the spacious grounds under the care of his grandmother (near tree).



They now live at "Sky Farm," a 65-acre asparagus and strawberry farm which they bought in 1916 in Indian Hill, a Cincinnati suburb. They summer at Murray Bay, Canada, where the Senator golfs, fishes, hikes, reads detective stories and sings native folk songs in passable French.

THEIR HISTORIES



1 Robert Taft, shown above at age of 2½, was born in Cincinnati in September 1889.



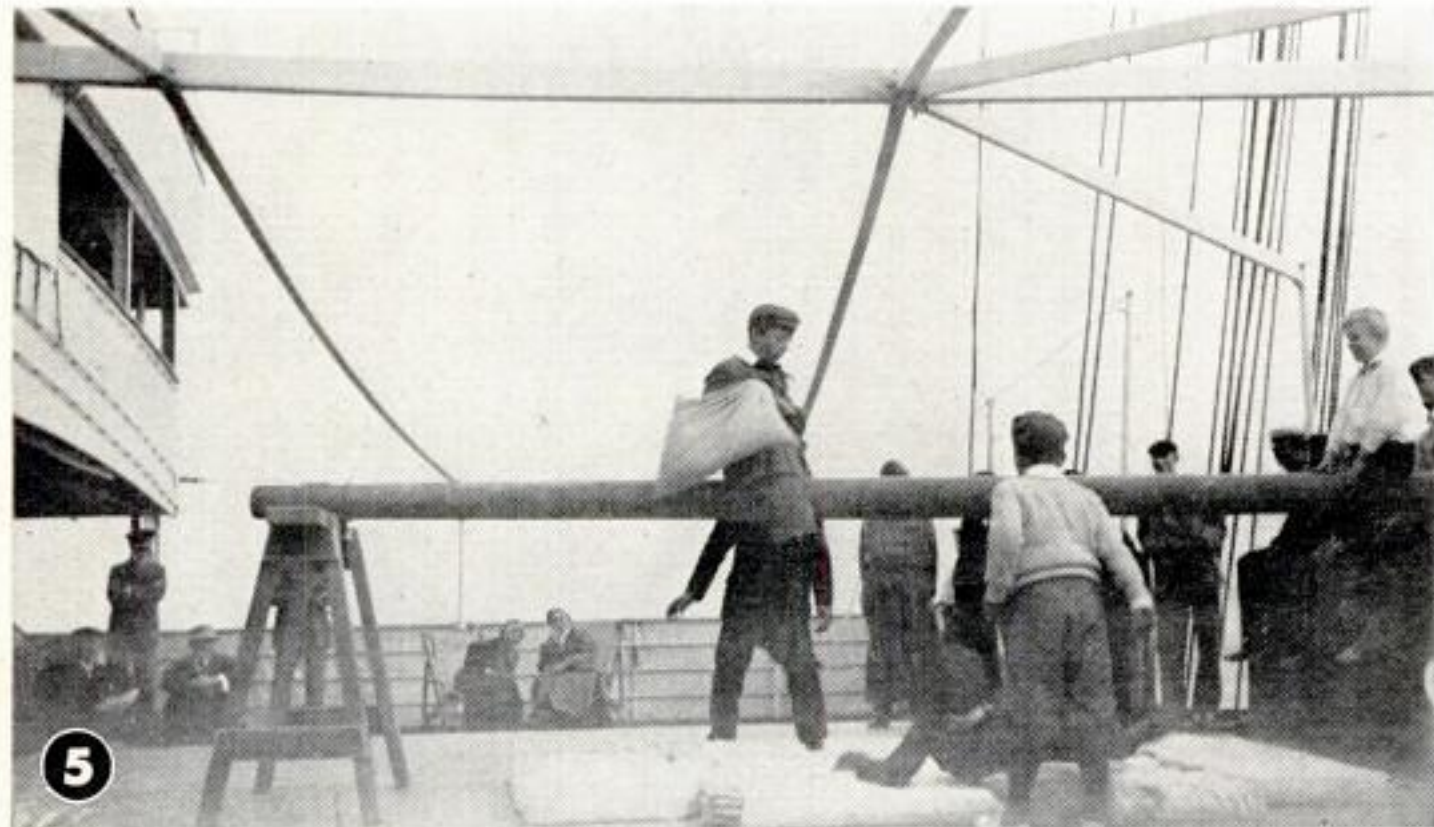
2 Martha Taft, shown above at age of 3, was born in Winona, Minn. in December 1889.



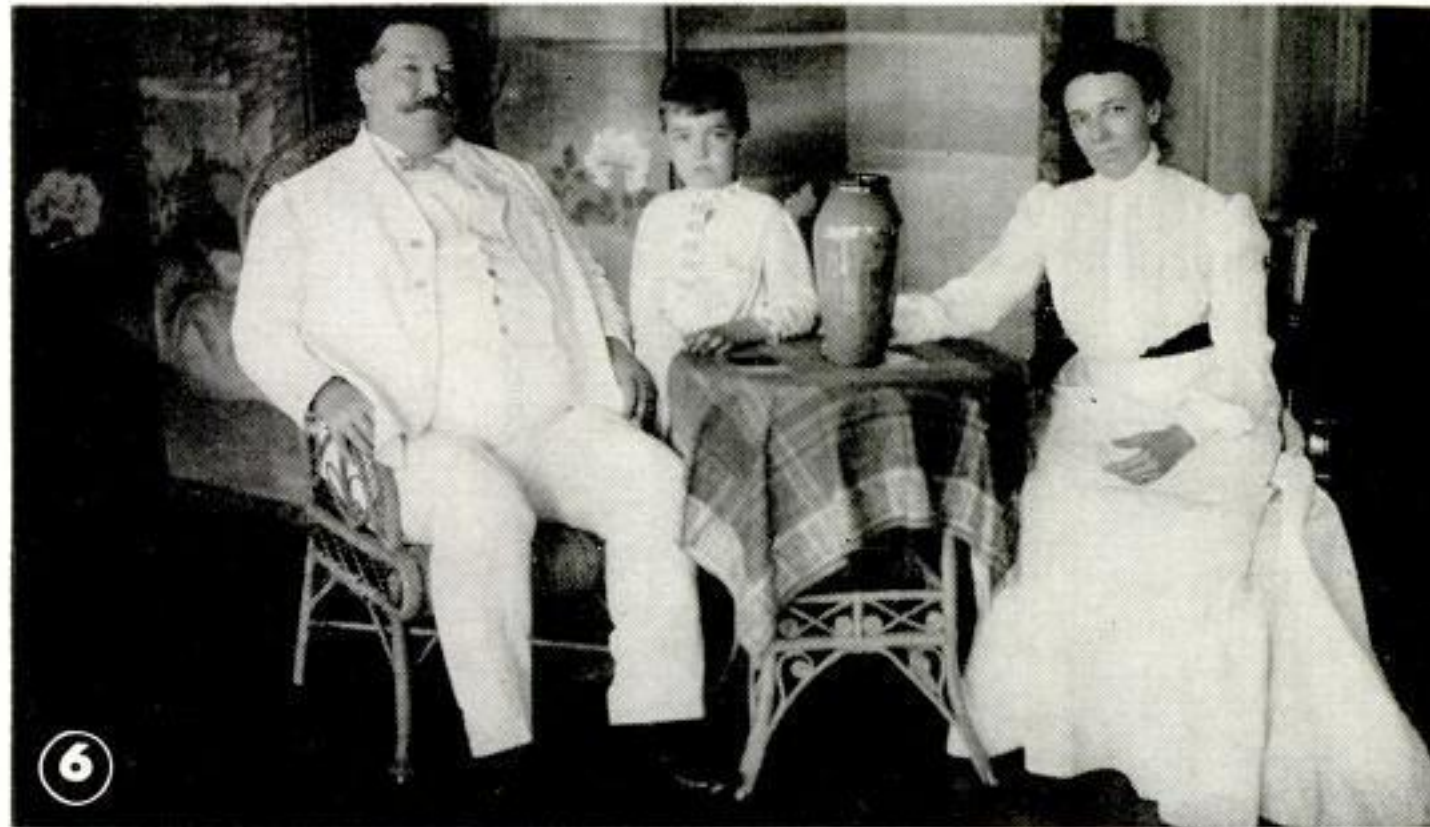
3 Bob at 5 was learning the fire signals from Cincinnati firemen just across the street.



4 Martha at 9 was wearing "Little Red Riding Hood" bonnet and muff in Chicago.



5 En route to the Philippines in 1901, where his father was to become the first U. S. Civil Governor, Bob, then 12, was the astonished victor in a pillow fight on the steamer's deck.



6 In Manila, Governor and Mrs. Taft were with Charley, Bob's younger brother, while Bob was back in the U. S. leading his class at his Uncle Horace's Taft School in Connecticut.

TAFT & TAFT (continued)

Public service is in the blood of the ream of Taft & Taft. Bob Taft's grandfather, Alphonso Taft, a dour Vermonter who walked to New Haven to get an education and made a small fortune at the Cincinnati bar, was U. S. Grant's Secretary of War and Attorney General, and Chester A. Arthur's minister to Vienna and St. Petersburg. Bob Taft's father, William Howard Taft, was, of course, the only man ever to be both President and Chief Justice of the United States. As for Martha Taft, she comes of the strong stock of Jonathan Edwards and Yale's old President Timothy Dwight, leader of the Federalists whom Connecticut called "the River Gods" because they ruled the State and lived along the river. Her grandfather was chief judge of Minnesota's highest court and her father, Lloyd Bowers, whom Felix Frankfurter considers the most brilliant American lawyer of his generation, was Solicitor General in William Howard Taft's Presidency.

"I'm an isolationist, but . . ."

Yet it is not their tradition of public service that gives the distinctive flavor to Bob and Martha Taft. It is a family flavor, suggested by Grandfather Alphonso when he wrote home from Vienna: "A baron here ranks, I judge, about with a justice of the peace in Vermont." It is a pervasive flavor, yet easier to catch than to describe. You get it in big things, like Bob Taft's unconventional admission before deciding on his farm program: "I know the country has got to do something for the farmers; I don't think what the New Deal has done is practical but I'm not yet sure what to do myself." Or his explanation of his vote for repeal of the arms embargo: "I'm an isolationist, but if we can help the English and French without involving ourselves, I don't see why we shouldn't." You get it in the trivial things, like Bob Taft's remark to the footman calling his car after a big Washington party: "It's a good car but it doesn't come when called;" or the unconcern with which, at an improbable supper with Noel Coward and Alice Roosevelt Longworth, he carefully draped a napkin to protect his yellowing white waistcoat from a rather liquid dish of chicken. You get it, in truth, in everything from the Taft tricks of speech to the Taft mental habit of measuring all problems by the experience of Ohio.

This strong, persistent localism, this carelessness of front, this blunt, practical frankness—at first they seem hard to place. Then the picture comes of the broad streets arched with trees, of the wide lawns enriched by iron statuary and of the roomy, ugly houses inhabited by the leading citizens of the great Midwest cities in the years of their growth. Such were the scenes of the first years of Bob and Martha Taft. Such is still their natural climate. Times have changed and the Tafts have adjusted themselves. Yet both are ineradicably of the type of those "leading citizens," those merchants, lawyers, educators, bankers and manufacturers who walked the shady streets, lived in the ugly houses and built up booming Cleveland and Cincinnati, St. Louis and St. Paul before Big Business engulfed local enterprise. The type had its defects. It was often narrow, often lacked grace, sometimes had too-set convictions and a too-provincial frame of reference. But it was a good type, dependable, hardheaded, thrifty, duty-doing and rootedly American. Now nearly as extinct as the dodo, it may still be good politics. The American tendency to hanker for the simpler past has been demonstrated before in the cult of Coolidge.

CONTINUED ON PAGE 94



7 In 1905, with Bob at school, Secretary of War Taft organized a junket to Manila and Japan. On it was Nicholas Longworth (right, bottom), then in love with Alice Roosevelt, beside whom he sat.



8 In 1908, Taft, campaigning for President, motored in a White "steamer" to Gloucester, with his wife, Son Charley, John Hayes Hammond.



9 The President-elect posed with Charley, Helen, Mrs. Taft and Bob (right), then the brightest student in his class at Yale.



10 In 1909, Yale Junior Bob, 20, fell for Martha Bowers with whom he danced at White House parties.



11 Martha Bowers, demure at 17, made her Washington debut when she was 20. She married Bob in 1914.



12 In 1911, Bob's parents celebrated their 25th wedding anniversary at the White House and Bob received this Taft-to-Taft invitation while he was studying law at Harvard.



13 Silver wedding anniversary picture found Bob (left, in back row) surrounded by his aunts and uncles. He was then the brightest student in his class at Harvard.



14 Plump, hearty President Taft, whose penchant for golf and baggy trousers (No. 14) his son has inherited, laughingly left White House in favor of Wilson in 1913



(No. 15). In 1921, when Taft became Chief Justice (No. 16), Son Bob was back from distributing post-War relief under Hoover, started his own law firm in Cincinnati.



"105 miles
since dark—and we're still
fresh as daisies!"

*Mile-by-mile description of her
first thrilling night ride behind
the wheel of almost any 1940 car.*



MILE 1. "I was put out when Tom wanted to go on after dark. He knows I hate night driving. But Tom was eager to start. Just outside of town, I began to see why. Those new G-E Sealed Beam headlights lit up the road way ahead."



MILE 40. "I never even noticed the curves in that first forty miles. Only last summer, I was scared all the time we were on it . . . for it twists and turns like a snake. But tonight, it all seems so simple . . . so clear . . . so sure."



MILE 85. "And then in a dark, deserted stretch of road where you'd never expect to see anyone, three boys suddenly darted out dragging a dog. If it hadn't been for Sealed Beam . . . well I shudder to think of it. As it was . . . plenty of time."



MILE 100. "That new TRAFFIC BEAM is simply marvelous when you meet another car. You really *see* the edge of the road ahead. Tom says it puts less light in the oncoming driver's eyes. G-E Sealed Beam certainly makes a hit with me."

Here's the biggest difference . . . and here's the reason . . .



Prior Type Headlighting

► At the end of two years, here's what you'd see with cars having prior type headlighting for these headlights "breathe," drawing in dust, dirt, and moisture to tarnish reflectors and rob you of as much as 50% of "new" light.




General Electric Sealed Beam

► With All-Glass G-E Sealed Beam you not only have 50% more light when new but there's never any loss of light from moisture, dust or dirt on reflectors because the unit is hermetically sealed . . . cannot "breathe."

CALLING ALL CARS! Whether you drive a 1940 model, or an older car, for safer seeing, depress your headlight beams when meeting other cars.

GENERAL  ELECTRIC
Sealed Beam MAZDA HEADLIGHT LAMPS

G-E ALL-GLASS Sealed Beam MAZDA Headlight Lamps!

- ★ 50% more light on the road than pre-1940.
- ★ Never any loss in light from tarnish on reflector . . . for unit is **HERMETICALLY SEALED**.
- ★ Vaporized aluminum reflector . . . the mirror surface used on large telescopes.
- ★ Same lamp fits all cars equipped with sealed beam headlighting, no lefts or rights.
- ★ Marked with the famous .



*Cutaway view
showing hermetic
seal and filaments*

"Seamprufe"
TRADE MARK
THE PROOF IN "SEAMPRUNE" IS IN THE WEARING

Camisoles

The gown has a pin-tucked georgette front, besprinkled with dainty Alencon lace. The slip is a tailored four gore gem with good old-fashioned tatting. Both made of Rayon Satin LaRue. Gown \$3. Slip \$2.



Look for the "Seamprufe" label.

Visit your "Seamprufe" shop without delay. Many new styles now on display. For name of nearest dealer, write "Seamprufe" 148 Madison Ave., N. Y. C.

Then Jane Knew HEARTBREAK AGE



IT STARTED at the Mardi Gras—the night Bill danced every dance with "that vivid girl with the glinting copper colored hair."



"AM I TO BLAME?" wept Jane, "if my hair's colorless, looks old?"... "Yes," said her friend, "but *Inecto-with-Lustrum* can remedy that."



BILL'S EYES never stray from Jane now! "You're so alive, so vivid, dear!" he murmurs, enraptured by her glorious youth-like hair.

YOU NEED NEVER KNOW HEARTBREAK AGE!

Let *Inecto-with-Lustrum* be your shield. *Inecto*, endowing your hair with rich, lovely color, undetectably. And *Lustrum*, the remarkable conditioner, adding the glinting lights, the silky feel of beautiful youth-like hair! Here's stirring beauty for you... Visit your Beauty Shop now. Ask to see "Heartbreak Age"—a thrilling illustration of a lady like you having an *Inecto-with-Lustrum* Application!

inecto
WITH *Lustrum*

COLORS HAIR INSIDE • HI-LIGHTS HAIR OUTSIDE



The 1920 Taft family portrait. In back row: Fred and Helen Taft Manning, Robert, Maria Herron, Horace, Charles. Front row: Mrs. Charles Taft and Eleanor, Robert Jr. and Mrs. William Howard Taft, William and the ex-President, Mrs. Robert Taft.

TAFT & TAFT (continued)

Bob Taft's atavism, which he has communicated to his wife, is not difficult to understand. Born in 1889, he was 10 when huge, jovial William Howard Taft, spurred on by his clever, ambitious wife, began his journey from Cincinnati to the Philippines as Governor General, then to Washington as Secretary of War under Theodore Roosevelt and finally to the White House. Eldest of the Taft brood, young Bob was one of those gangling, angular, serious children, brilliant at books but poor at games, who are commonly rather shy. Although he left it early, the comfortable Taft house in Cincinnati, across the road from the fire station, was always home to him. Through all his youth, he returned to familiar Cincinnati whenever he was allowed, leaving to his more sociable brother Charley the delights of Malacañan Palace and the stimulating if somewhat devastating experience of playing with the little Roosevelts.

He refused to paint Europe red

Besides being shy, Bob was a painfully industrious apprentice. On family trips, he got the name of "The Guide" for his expertness with timetables. At his Uncle Horace's Taft school, he always led his class; at Yale he led it again and at the Harvard Law School, he was on the *Law Review* in his second year and editor in chief in his third. He hardly smoked, he rarely drank, he did not stay up late. Yet his worthiness was not of the trying kind that disdains the company of publicans and sinners. At Yale he made friends: George Harrison, now president of the New York Federal Reserve Bank; Robert French, now the Yale English professor; and others who are standing him in good stead in his Presidential campaign. He was in Psi U and Bones. He was even accepted as a slightly unenthusiastic companion in dissipation, and still likes to recall a wild trip abroad of this period. "The others," he says with relish, "just painted Europe red. I used to go to bed at 11 and then they would go off and get themselves in jail."

The turning point in his career came because he could avoid Washington no longer when his father was President. Then he used to bring parties of classmates down to the White House, to ride and play charades with girls recruited for the occasion by the family. One of the recruits was pretty, black-eyed Martha Bowers, who teased him gaily for not remembering their first encounter at a school dance years before. He fell hard, and in the spring of 1913, towards the close of his last year in law school, he journeyed to the capital on purpose to form the team of Taft & Taft. Circumstances were not wholly in his favor. He had lost the aegis of the White House, which his father had just vacated for Woodrow Wilson. His lady was accustomed to the more dashing intellectual enlargements of the "House of Truth," where Felix Frankfurter, Lord Eustace Percy and other young Washington blades of those days lived in an atmosphere of mild Fabianism and fervent worship for Oliver Wendell Holmes. She was also suffering from a bad riding accident, in which a runaway horse had catapulted her clean over a streetcar. Nevertheless, she accepted Bob Taft.

Their engagement was a secret until that summer, when he followed her to Europe. His father demanded angrily: "What's the matter with Bob? Has he been bitten by the European bug?" And then, when the secret was confided to him, he broke into roars of delight, shouting: "Of course, of course! Bob's got to look after his interests." Meanwhile, Martha had already begun looking after his interests too.

Although he had his pick of the big New York law offices, Bob Taft had characteristically informed his father: "I have a prejudice against New York as a place to work." The elder Taft had found him a job in the leading Cincinnati firm of Maxwell & Ramsay, but



The 1939 Robert Taft family portrait. Left to right: Robert Jr., 23, a Harvard Law School student and his wife Blanca; Mrs. Taft; the Senator; Horace, 14, a Taft School student; Lloyd, 17, a senior at Taft; William, 24, a Princeton graduate student.

until Martha Taft led an indignant rebellion, both father and son were prepared to let Maxwell, a canny Scot, pay no salary. Early the next year, by Martha Taft's intervention, the young couple were able to set up housekeeping on a modest income. They lived simply and passed the weekends hunting for a farm, which they finally found on Indian Hill, overlooking the Little Miami valley. With coal-oil lamps, a well and 65 acres of land, it cost their entire joint fortune of \$15,000. It is still their home, has now become the center of a suburban chateau country and causes Martha Taft to say: "It's the only thing we ever did that turned out to be fashionable."

The farm's title deeds were scarcely handed over when the Tafts were uprooted by the United States' entry into the War. Bob Taft twice volunteered, was twice turned down for bad eyesight and became assistant general counsel of the Hoover Food Administration, where he acquired a permanent horror of price-fixing. "Whatever price we fixed," he says ruefully, "everybody howled." When the War ended, he went to Europe with the Hoover relief mission and Martha Taft, wangling a passport, followed him. The glittering Paris of the peace conference filled them with solid Cincinnati distaste. When he left Paris to distribute food to Europe's starving millions, she went along, resourcefully using a letter from Hoover to get her across frontiers. Three years had passed before they returned to Cincinnati, to settle down to becoming leading citizens.

This they accomplished between 1920 and 1936. Bob Taft and his brother set up a one-room law office and rapidly expanded it, with the help of the family name, hard work and their rich Uncle Charles, into the biggest and most prosperous in the city. Because of it, Bob Taft is now called "corporation lawyer," but his clients were always the smallish, local corporations that might have been served by a legal leading citizen in the '80's. While Bob Taft was building up his law practice, Martha Taft, who had already had two sons, bore two more. Both Tafts occupied themselves at home, farming their 60 acres of land, unprofitably but with determination, and slowly adding to the farmhouse until it was transformed into a comfortable country place.

They were the useful, reliable kind

But these common cares by no means occupied the Tafts. Bob Taft fought off an outside holding company to reorganize the Cincinnati street-railway system, induced the railroads to build the Cincinnati Union station, formed a sort of arts trust that safely carried the symphony, the Taft Museum and other cultural institutions through the depression, and otherwise busied himself as a leading citizen should. Martha Taft worked for the Girl Scouts and the Children's Hospital, was a figure in the League of Women Voters and served as vice chairman of the Community Chest. The Tafts were the useful, reliable kind who were always called on, whether a neighboring farmer murdered his wife and committed suicide, leaving two small children to Bob Taft's guardianship, or the deepening depression brought unemployment, causing Martha Taft to head the first Cincinnati relief drive.

In 1921, Bob Taft also entered politics as a candidate for the State Legislature. He was elected, went to Columbus with a reputation as a silk-stocking politician and astonished his fellow lawmakers by choosing as his specialty, of all disagreeable and laborious tasks, the revision of the antiquated Ohio tax system. He plugged away at tax revision for six years, becoming Republican House Leader in 1925 and Speaker in 1926, and he had to return to Columbus as a State senator in 1931 to get the job finished. Meanwhile, he had begun to be active in the Cincinnati Republican organization. At the start, the organization was extremely malodorous but, fortunately for his future ambitions, he always remained a regular Republican. His brother Charley was a leader of the Republican City

CONTINUED ON NEXT PAGE

NEW, BIG DINNER-SIZE FOR AMERICA'S FAVORITE PORK SAUSAGE!



**Amazing Swift discovery
makes them super-tender!..the skins
are tendered in fresh pineapple juice**

● A truly superb sausage . . . *big-size* . . . for a *dinner* main dish like steak or chops.

Swift can make these extra-plump sausages tender *even* to the skins! For by a new Swift method (patent pending) the skins are tendered in fresh pineapple juice. You taste *only* the delicious, delicately-spiced pork that has made Swift's Brookfield Sausage

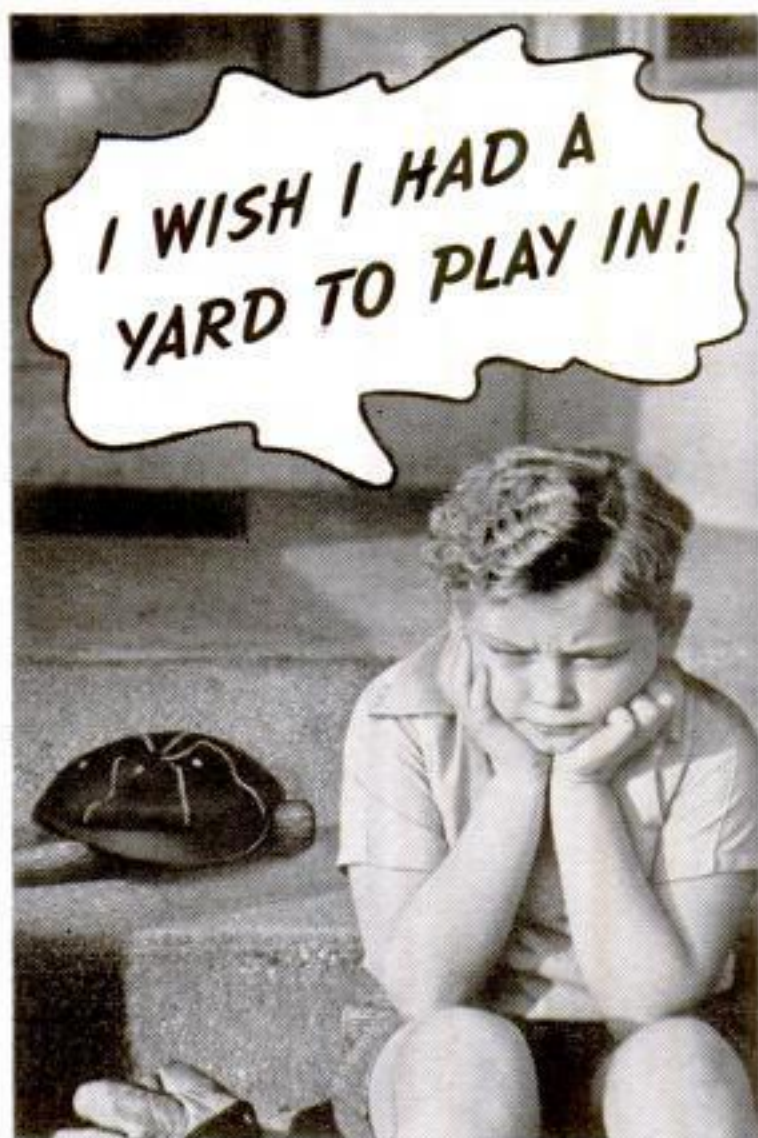
America's favorite. But you see the magic the fresh pineapple juice performs the moment your fork touches these *super-tender* sausages.

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TAFT & TAFT (continued)

Charterites, who bolted the Party, joined with the Democrats to start a City Charter movement and set up a city-manager government in Cincinnati. Bob Taft, more conservative, helped to write the city charter but would not join Charley Taft's bolt. Instead, he stayed on in the organization, helped to clean it up and served a term as Republican county chairman on the platform of "Reform from within."

By 1936, when Bob Taft was Ohio's favorite son at the Republican convention, the team of Taft & Taft had achieved a solid success. If not rich, they were pleasantly well off. They had many friends, a happy family, an agreeable, bustling, sensible sort of life. They were leading citizens in every possible sense. Yet they were not content. Bob Taft, with the tribal hankering for public service, had always wanted to run for the Senate. It hardly seemed a good time to do so, in view of the huge Ohio majority just piled up by Franklin Roosevelt, but Bob Taft decided to survey the situation more closely. In 1937 he made a couple of trips through the State, feeling things out. Then one day that fall, he went home to his farm and asked Martha Taft's opinion. She replied simply: "It's now or never, Bob," and their Senate campaign began.

The team wins Ohio's Senatorial race

How Bob Taft bucked heavy odds in both primary and election; how he was opposed by the State leaders and had to build his own Cleveland Organization; how he plodded along, obstinately discussing the issues; and how he persuaded his Democratic opponent, Senator Robert J. Bulkley, to join in debates that got national notice—these facts of the fight have been often recorded. So too have the doings of Martha Taft—how she began to speak because State Chairman Ed Schorr told her she shouldn't, causing her to march from his office to the platform of an opposition meeting in a Negro church, where she delivered a stirring abolitionist address; how she turned her car over to save a stray dog and crawled out of the wreck remarking: "At least, we'll get the kindness-to-animals vote;" and how she ended by taking almost as an important a part as her husband. Bob Taft drove 30,000 miles, visited 87 counties and made 600 speeches. Martha Taft did nearly as much. But the striking aspect of the Ohio election lay not in the incidents or statistics but in the seeming demonstration that, if they could tell their story long enough and hard enough to enough people, the Tafts had a knack of rounding up a majority. This knack is the main reliance of the team's campaign for the Presidency.

Bob Taft is never exciting, can be astonishingly clumsy and tends to talk in rigid conservative orthodoxies until he is confronted with a specific issue. Then his seeming rigidity generally yields to the facts of the case. Grimly expounding the issues is the only campaigning method he knows. When he tries to do anything else, as in his famous Gridiron Dinner speech, he makes a dreadful failure. When he sticks to expounding the issues, he does pretty well, as was shown by the Gallup poll in his favor after his radio debates with silver-tongued New Deal Representative T. V. Smith. Yet even in combination with Martha Taft's charm, his earnest exposition of the problems of the day has not set the electorate on fire.

Fortunately, neither Bob nor Martha Taft cares much for setting anyone on fire. What they are out for is the Republican nomination, and they are working like beavers to get it. They have already traveled thousands of miles, shaken tens of thousands of hands and conferred with hundreds of local Republican leaders. Both write their own speeches, both campaign alone, without the elaborate entourage of secretaries, publicity men, managers and brain-trusters which invariably accompanies more ostentatious candidates, and Martha Taft even types the answers to her enormous mail. A sample Taft campaign trip was Martha Taft's recent raid on Illinois and Minnesota.

With no other impedimenta but a brief case and a valise, she arrived in Chicago on an overnight train. She was to attend a Republican reception on arrival, and speak at a Republican dinner that night. She was greeted by a committee of ladies, sent by Illinois' touchy, Deweyite National Committeewoman, Mrs. Bertha Baur. The ladies were not overly friendly to the Taft candidacy but she entertained them politely, missing the reception in the process. She then went to the dinner in high good spirits, survived a somewhat chilly introduction by Mrs. Baur and managed to rouse the Republican diners to a frenzy of happy enthusiasm. She then boarded a train for Minnesota. She had prepared only one speech, which she planned to repeat at all Minnesota stops, but at the last minute, despite her pleas, she was accompanied by the Chicago Tribune's woman feature writer, Marcia Wynn. Throughout Minnesota, therefore, in order to give Miss Wynn some news, she sat up until 3 o'clock

TESTS

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IT'S GOT "OOMPH"
IT'S CREAMY
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FAMOUS INNS THIS
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SMOOTHER—CREAMIER
LARGEST SELLING PREPARED
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every morning writing a new speech for the new day. All the speeches discussed the issues energetically; all of them ended with a few minutes' talk about Bob Taft. She spoke several times daily and betweenwhiles she crammed in all the other activities normally expected of a candidate. Then, having charmed the Minnesotans and Miss Wynn, she again boarded a train to return to Washington, where she arrived as fresh as a daisy.

The Tafts not only do their campaigning singlehanded. They also manage their candidacy themselves, with the help of a small junta of Ohio friends including Brother Charley; former Assistant Secretary of the Navy David Sinton Ingalls, who runs the headquarters in Cleveland; Bob Taft's law partner, former Representative John Hollister, who has a small office in New York, and another Cincinnati lawyer, George Warrington, who serves as treasurer.

Since Eastern businessmen are convinced that "only a glamor candidate can beat Roosevelt," most of the campaign funds have had to come from prosperous Ohioan admirers, such as Cleveland's Mrs. Chester Bolton. So far the funds have been enough to meet the peculiar requirements of Republican campaigning in several Southern States and to keep four organizers in the field in the North, but, unless big new contributors come in, the pre-convention expenditure will hardly run to more than \$150,000. Lack of funds is one reason why Bob Taft has not entered the Illinois and Wisconsin primaries. He expressed the other in a revealing remark: "If I could make a real fight and had time to tell my story fully, I'd go on in like a shot. But I don't fool myself with the idea that I'd do well in a sort of motion-picture popularity contest."

The team of Taft & Taft is perfectly aware that it would be getting nowhere if more colorful rivals did not suffer from serious handicaps. Given time, both Tafts think they can lick anyone but, as time is short, they are cheerfully conscious that Vandenberg's foreign policy is obnoxious to the East, and Dewey's personality deeply disquieting to politicians. They think that if they get the nomination, the ensuing campaign will give them time enough; then they expect to turn the same trick in the nation that they turned in Ohio. If they don't get the nomination, they will be content to have made the fight.

They have settled themselves in a comfortable but rather gloomy rented house in Washington, and they enjoy the life of the Senate, even though it is now constantly interrupted by the campaign's necessities. Washington took Martha Taft to its bosom at first sight. Bob Taft, as usual, had to make himself known. Other Senators began by thinking him arrogant and dull; later they recognized him as an engagingly plain and very able man who says what he thinks, votes what he believes and puts on a show for no one. Now pretty nearly everyone likes the team of Taft & Taft. Even Representative Smith of the radio debates has told the New Deal crowd, "If the country has to suffer a Republican President, my hope is it will be Bob Taft."

Whether there will be a Republican President, and whether he will be Bob Taft, only an all-seeing Providence can tell. So many obstacles remain to be surmounted that the chance of both possibilities becoming actualities seems fairly slim at the moment. It is conventional, of course, for candidates not to care. But instead of the usual mouthings about "sense of unfitness for heavy responsibilities which no man would willingly shoulder," it is at least pleasant to hear Taft say ingloriously:

"Being President of the United States is a very dubious pleasure. You never can sit down and relax, and I like to sit down and relax once in a while."



For winning his "Y" in life, Taft received a silver bowl last fall and sang college songs with Yaleman Nick Roberts (center) and football captain William Stack (right).

**New Short Cut
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● Are you tired of crawling, squirming, irritating droopy-drawers? Munsingwear's new bias-cut Mino "Breex" end all that...can't bind, creep or pull! Free leg-action! Slip-proof elastic waist band! NO buttons! NO snaps! NO seat seams! In high-grade madras or broadcloth. At better stores!

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"THE FIGHT FOR LIFE" FILMS A

When doctors get into the movies, one of two things usually happens: if young, they fall in love with the nurse; if old, they succeed after many tribulations in selling their world-shaking medical discovery to the profession. These patterns may have produced good films, but none so exciting as the unpatterned reporting of *The Fight for Life*, which opened in New York last week.

Made by Pare Lorentz, the movie critic who directed *The Plow That Broke The Plains* and *The River*, this 68-minute film is also financed by the U. S. Government. It tells of the experiences of a young doctor who goes for obstetrical training to the Chicago Maternity Center, in the heart of the Chicago slums. There he learns the exacting routine of the Center's prenatal examinations, goes out with the Center's doctors and nurses to squalid, airless



Dr. O'Donnell, an intern in a big hospital, assists at the delivery of a baby. But in spite of the resources of medical science, the mother dies.

Walgreen Drugs Walgreen Drugs



The young intern walks through the rainy streets, wonders: "Was there one balanced second when we could have held the life flowing from her?"



An older doctor tells him that only a few doctors have complete obstetrical training, advises him to get training at the Chicago Maternity Center.



A Boy and His Dog... and High Adventure

There is no stimulant for growth in a boy's character—no food for the sinews of a sturdy manhood—that surpasses owning, living with and caring for a dog. A boy *with* a dog is blessed with golden opportunities for high adventure. A boy *without* a dog misses many experiences that establish life's fundamental values.

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Ideal Dog Food is an expertly planned, successful diet for normal, modern dogs—an ideal combination of seven important, proved ingredients, chief of which is good, fresh, red meat. Save *Ideal* labels. We will exchange them for any of the fine gifts illustrated in our *Ideal Gift Catalog*. See your dealer.

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1. Meat
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SAVE IDEAL LABELS
Exchange them for these and other gifts shown in the *Ideal Gift Catalog*.

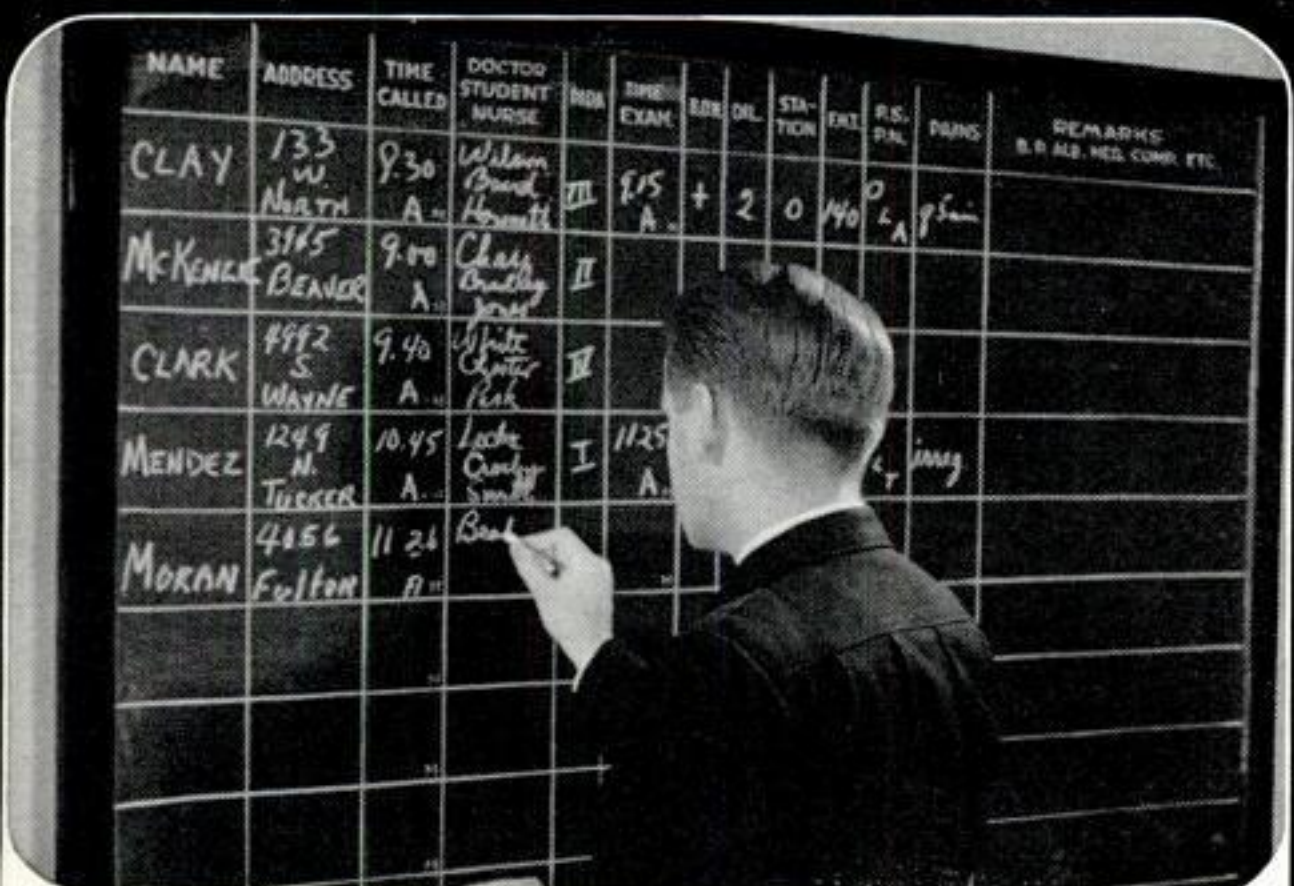
STORY OF YOUNG OBSTETRICIAN

tenements, and finally, as a full-fledged doctor, saves the life of a woman from hemorrhage.

To these bare bones of fact, Lorentz has given the warmth and life of serious art. The camera looks compassionately at the faces of pregnant women in the Center waiting room, at children playing dangerously in the streets. It reports the ugliness and dirt of contemporary ruins. It comments on the sharp manual skill of doctors. The film's actors (most of whom are not actors) move like human beings. The story is pointed by Louis Gruenberg's eloquent music, which runs from the precise orchestration of a prenatal heartbeat to sad barrel-house jazz. The whole is so moving, so exciting, so well-paced that it makes its audiences wonder why more full-length factual films like this are not made.



In the waiting room at the Maternity Center, O'Donnell sees his future patients, the slum mothers who are waiting for prenatal advice and care.



The bulletin board at the Center is a scoreboard of the doctors' work. Here a doctor writes down vital information before leaving on a case.



A Center doctor, with a nurse and O'Donnell as a student, walks through the shabby side streets on the way to delivery call in a grimy tenement.

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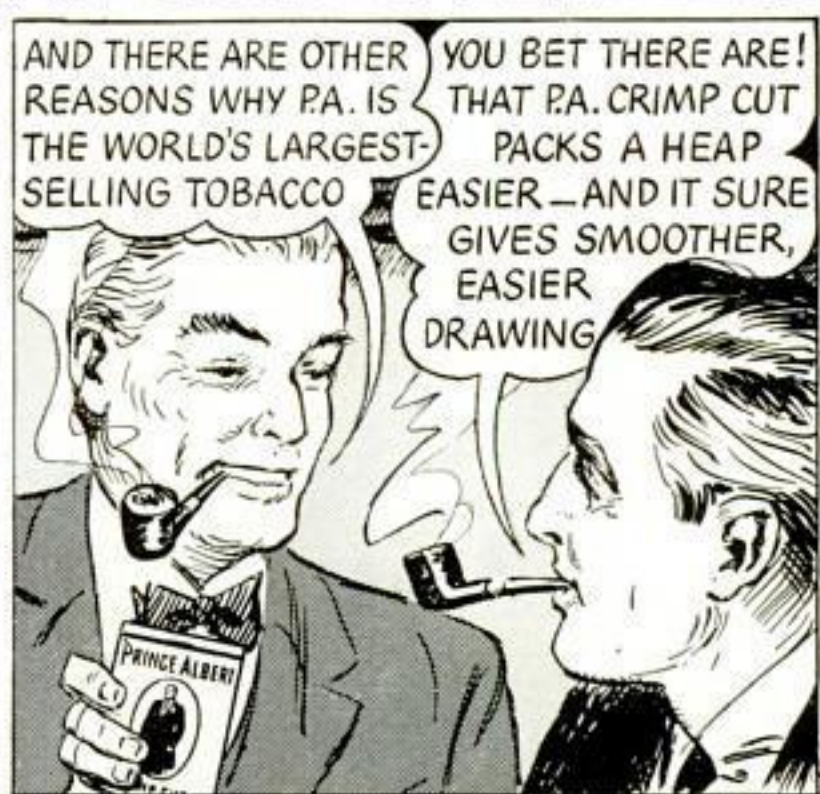
OL' JUDGE ROBBINS



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

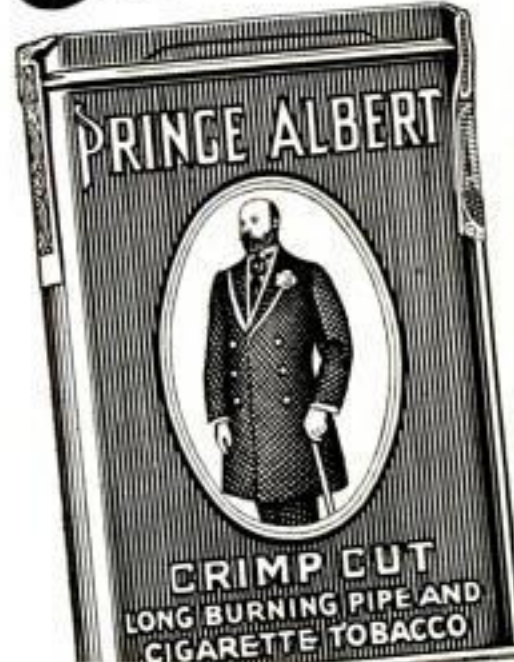
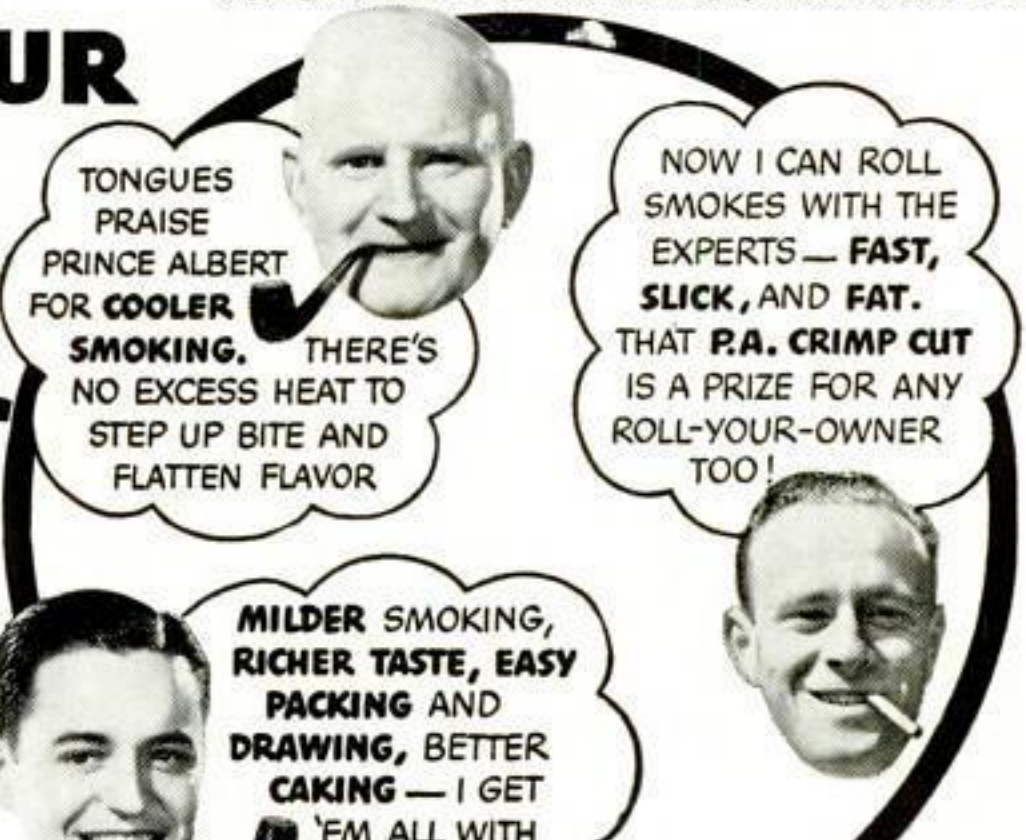
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THE NATIONAL JOY SMOKE



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Tom Rigby is a cutter in a Carolina shirt factory, an amateur aviator on the side. After re-covering the wings of his ship with aeroplane fabric, he took remnants of the cloth back to work and made



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WRITE TOM RIGBY (Box 561, Greenville, S. C.) for illustrated booklet, samples of aeroplane fabric, and your local dealer's name.

himself a shirt, using aeroplane fabric for the collar and cuffs. This shirt had phenomenal wearing qualities. The collar and cuffs outwore the shirt body made of finest broadcloth. Now Tom Rigby's company makes a custom-tailored shirt called WINGS, in a complete array of patterns & colors, all with aeroplane fabric collars & cuffs. \$1.65

P. S. A new shirt free if your Wings Shirt does not outwear any other shirt you have ever worn.

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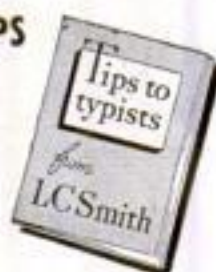


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"Fight for Life" (continued)



"A house in America." O'Donnell points it out and asks the Center doctor the unanswered question: "How can they keep alive in these places?"



A dirty sink is all the doctors find to wash in. They take special precautions to prevent infection, touch nothing that has not been sterilized.



With special stethoscope, O'Donnell prepares to take the fetal heartbeat. These scenes were produced in actual tenement rooms in Chicago slums.



O'Donnell listens to beats of the unborn baby's heart, ticking them off with his forefinger, while the nurse holds a watch and counts the beats.



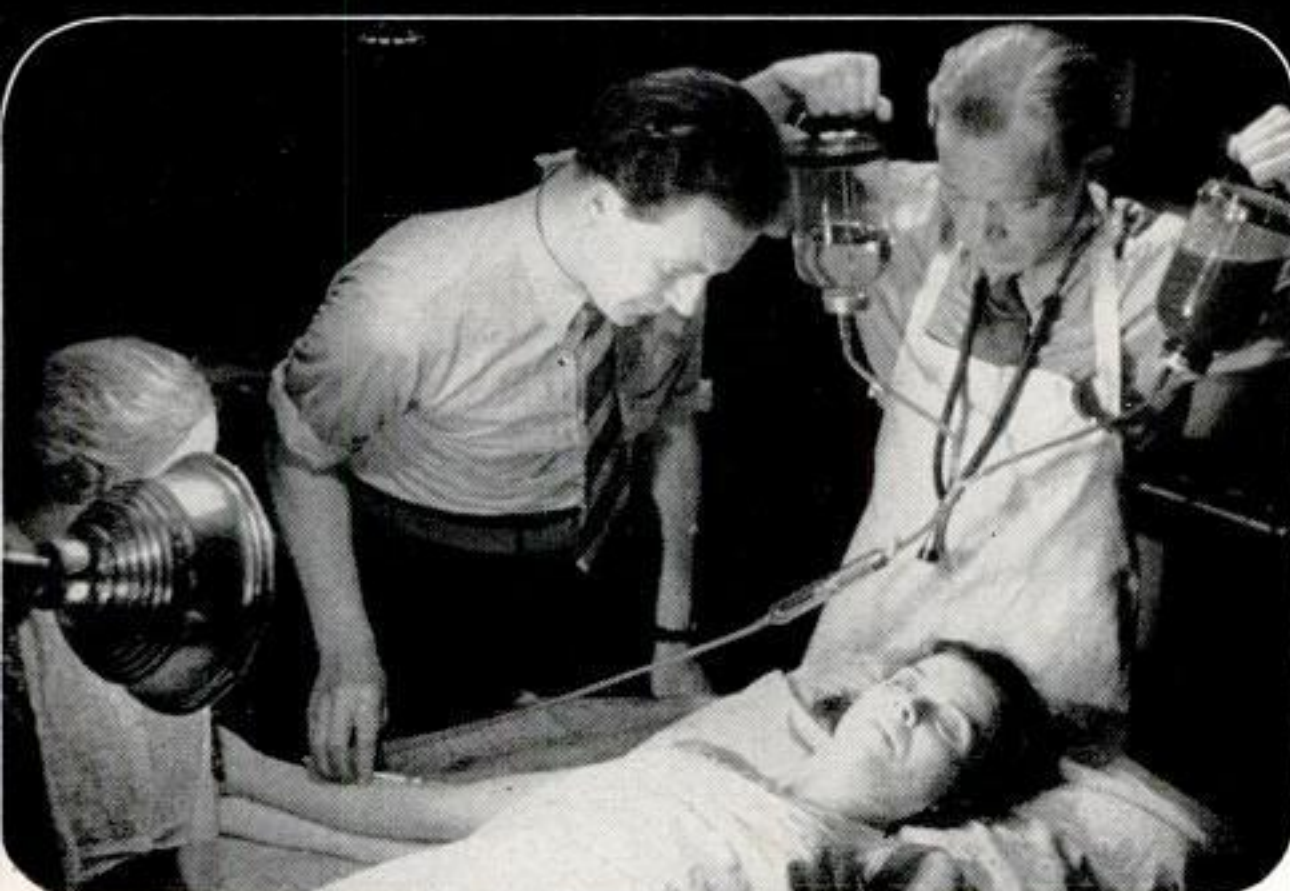
On another case, O'Donnell, now a fully trained obstetrician, waits with the grandmother and a nurse, while prospective mother paces the floor.



The baby is born easily and O'Donnell prepares to leave. In his final examination of the mother, he notices that her pulse rate has dropped.



A hemorrhage has come on without warning. O'Donnell hastily calls another doctor and the two of them lift her to an improvised operating table.



A blood transfusion and a glucose injection save the life of the mother. The film ends as O'Donnell, sleepless and tired, goes to another case.

"I'll be the laughing stock of the town..."



MARY: Oh, Mother, why did that snooty Mrs. Palmer have to drop in today! Now it'll be all over town that even my tea napkins look so gray, they aren't fit to be seen!

MOTHER: Lucky I dropped in, honey. That soap you're using is so weak-kneed it doesn't get things really clean. Come on—I'll show you how to say goodbye to tattle-tale gray.



MOTHER: There! Just hustle home and put Fels-Naptha to work with its richer golden soap and busy, dirt-loosening naphtha. Use the bar or the grand new chips. Either way, your wash will be so sweet and white, you won't recognize it!



MARY: Whe-e-e, Mother! I'll say your tip about Fels-Naptha turned the tables! Mrs. Palmer came to tea again and her eyes simply popped when she saw my snowy linens. And she ended by asking Tom and me to a party!

Now—Fels-Naptha brings you 2 grand ways to banish "Tattle-Tale Gray"



Use the **Fels-Naptha bar** for bar-soap jobs—and get the *extra* help of richer golden soap combined with gentle *naphtha*! Together, these two cleaners make the grimeiest, greasiest dirt let go—without hard rubbing! They get clothes so white, they fairly sparkle in the sun!

Use **Fels-Naptha Soap Chips**—wherever you've been using box-soap. They speed washing machines—because they're **HUSKIER**—not puffed up with air like flimsy, sneezy powders. And they whip up the creamiest suds ever—because they now hold a marvelous new suds-builder!

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**This New-Type
Electric Razor Actually
Shaves* You with 4
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*Doesn't "clip" off whiskers

INGENIOUS HEAD

Showing 4 razor-sharp blades which revolve at tremendous speed beneath a smooth, flat steel guard. 800 holes in guard (only .003" thick) allow blades to shave (not clip) off whiskers closely and cleanly. Here's one razor that positively cannot cut or pinch the skin.



DO YOU DREAD that morning struggle to shave without scraping your skin? Then here is the electric shaver you've been looking for.

Roto-Shaver, unlike most electric razors, does not work on the hair-clipping principle. Its four razor-sharp blades, revolving at tremendous speed beneath a flat steel guard, give you a really close shave. 800 holes in screen guard are scientifically arranged to admit every whisker—gauged and spaced for faster, closer shaving. Head catches all cut hair—none falls on your coat.

Why not stop in at your dealer's today for a free demonstration of this truly amazing shaver?

The J. B. Williams Company, who have had more than 100 years' experience in making fine shaving products, is proud to offer this new Roto-Shaver to every man in America who wants a quicker, more comfortable means of shaving.

No practice necessary with Roto-Shaver. Comes complete with extra head in gray or deep-maroon Tenite case and leather kit.



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ROTO-SHAVER

PEOPLE

The cameras of the world press
now put these people in the news



Paulina Longworth, daughter of Alice Roosevelt Longworth, was recently 15 years old and posed for her first formal photograph in almost five years. An expert horse-woman, Paulina is a student at the exclusive Madeira School in Greenway, Va.



Archduke Otto von Habsburg (left) came to the U. S. to join his younger brother Felix (right) and propound his idea of a federation of central European states and have tea at the White House. No. 1 Habsburg, Otto is dubbed "Otto the Last" by Nazis.



Princess Alice, Countess of Athlone, aunt of King George, made her dutiful rounds of London Red Cross centers. Clad in a fur coat, she looked on without flinching while a nurse changed the dressing on a great gash in the cheek of a wounded man.

Clear, Soothe
TIRED* EYES
in Seconds!



Only **TWO DROPS** of this eye specialist's formula are needed to **SOOTHE** and **REFRESH** dull, tired eyes . . . Its special **EXCLUSIVE** ingredient quickly **CLEARs** eyes red and inflamed *(from late hours, fatigue, driving, overindulgence, etc.).



Thousands prefer stainless, sanitary, safe **EYE-GENE**, because it is quickly **EFFECTIVE** in making **EYES FEEL GOOD**. **WASH** your eyes with **EYE-GENE** today. On sale at drug, department and ten-cent stores.

USE



EYE-GENE

HOW WOULD YOU TAKE
THIS PICTURE?



Pictures like this hard to get without long experience? That was true ten years ago, but not any more. Today, you can have every picture you take with your camera just as good . . . all correctly exposed. Just use a **WESTON Exposure Meter**. It instantly measures the light, and gives you the correct camera settings to use . . . even for difficult shots like the one above . . . as well as for all others taken in or out-of-doors. The **WESTON** insures correct exposures . . . better pictures . . . with all still or movie cameras and all film including color. Be sure to see this compact meter at your dealer's today, or, write for literature. Weston Electrical Instrument Corporation, 630 Frelinghuysen Avenue, Newark, New Jersey.



INSURES PERFECT PICTURES WITH YOUR CAMERA

CONTINUED ON PAGE 105

"HASN'T SALLY WONDERFUL TASTE IN COLOR?"



How to Choose a Lovely Living Room Color Scheme

*Go to Your **Authorized Kroehler Dealer** and See How the New Kroehler Color Harmonizer Simplifies Your Color Selection...*



CREATE YOUR COLOR HARMONY AROUND THE LIVING ROOM SUITE — ILLUSTRATED: SUITE NO. 6345, LAZY-REST CHAIR NO. 33.

NO MATTER whether you wish to select colors that harmonize with your present living room colors... or to furnish the room complete... the marvelous new Kroehler Color Harmonizer will prove a wonderful help in solving your color problem.

See the new Kroehler furniture styles, too. You'll find them luxuriously com-

fortable, and remember, you pay no more for the Kroehler hidden qualities. Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago, Ill., or Stratford, Ont., Can.

KROEHLER 5-STAR CONSTRUCTION ASSURES LASTING DURABILITY

★ Scientifically constructed hardwood frames ★ Noncollapsible spring-filled seat cushions ★ Clean, sanitary fillings ★ Non-sagging steel web seat underconstruction ★ Kroehler quality craftsmanship



Look for this label under the cushion — for your protection

KROEHLER

FURNITURE

WORLD'S
LARGEST
FURNITURE
MANUFACTURER

PROTECTIVE BLENDING

Guards the Snowshoe Rabbit



LEFT: One of the most perfect examples of Nature's use of Protective Blending is the case of the Snowshoe Rabbit. In the summer, when the forest is in full leaf, this animal wears a neutral brown coat.

BELOW: In the winter, when the trees are bare and the ground covered with snow, his fur turns white, giving him real protection from the sharp eyes of his enemies.



**CLEAR HEADS [CLEAR-HEADED BUYERS]
CALL FOR**

Calvert

BLENDED WHISKEY Calvert "Reserve": 90 Proof—65% Grain Neutral Spirits... Calvert "Special": 90 Proof—72½% Grain Neutral Spirits. Copyright 1940, Calvert Distillers Corp., New York City.

PROTECTIVE BLENDING

*insures flavor,
smoothness and mellowness
of Calvert Whiskey*

DUE to another kind of Protective Blending, you can enjoy a whiskey of rare flavor, velvety smoothness and delightful mildness.

This whiskey is Calvert—the whiskey of unequalled popularity.

Protective Blending insures its uniform quality. Every bottle is identical with every other bottle in flavor, mellowness and smoothness.

No matter how partial you are to other types of whiskey, we ask you to try Calvert.

It is our honest belief you will like it better, because of Protective Blending.



Milder • Smoother • Finer Flavor •
due to PROTECTIVE BLENDING



Hattie McDaniel became the first Negro to win an Academy of Motion Picture Arts and Sciences award when she received an "Oscar" as 1939's best actress in a supporting role. She played Scarlett O'Hara's shrewd, devoted Mammy in *Gone With the Wind*. A Kansan, Hattie had to learn to talk thick Georgian in order to do the part.



A stuffed shirt sat in place of honor at a National Press Club dinner in Washington where ten potential Presidential candidates spoke on "Why I am not qualified to be President." Club President Richard Wilson (*standing*) explained that the shirt represented all the candidates who turned down the Club's invitation to the dinner.



Mr. and Mrs. Thomas ("Tommy the Cork") Corcoran, just married, gingerly handled a rabbit's foot a friend gave them after their wedding on March 4. As Peggy Dowd, Mrs. Corcoran was for seven years secretary to Mr. Corcoran, one of the President's most influential advisers. She has red hair, blue eyes, is 27. He is 39.

YOU'LL HAVE MORE DRIVE

IF YOU AVOID

"MID-SECTION SAG"

A black and white illustration of a man in a suit and hat walking towards the right. He is looking back over his shoulder. To his right is a smaller illustration of a man sitting at a desk, looking tired with his head on his hand.

BRACE UP WITH THE *Bracer*

A large black and white illustration of a muscular man flexing his biceps. He is wearing white briefs. To his right are two smaller illustrations of a man's torso, labeled "BEFORE" and "AFTER". The "BEFORE" illustration shows a man with a sagging midsection, while the "AFTER" illustration shows a man with a more toned midsection.

See what a difference it makes!
Just slip into a Bracer and see for yourself how it improves your looks and posture — increases your feeling of well-being — gives you more pep and drive!

You'll feel better—look better, too!

THERE'S no reason to be a victim of "Mid-Section Sag"—no excuse for bulging stomach muscles, aching back, poor posture, that leave you tired at the end of the day—spoil your appearance—make you look old. It's easy to regain your youthful energy and drive—easy to get that trim, athletic appearance. Just *Brace up with The Bracer* and see what a difference it makes! You'll be amazed how much better you look—how much younger you feel.

An exclusive Bauer & Black product, this amazing supporter belt is scientific-

ly designed to support sagging stomach muscles, help improve faulty posture. It gives you instant, comfortable support—makes you look better—feel better, too.

And only The Bracer gives you all these features: No Rip—seams cannot pull out. No Roll—four removable ribs at top. No Bulge—knit from two-way stretch "Lastex" yarn. No Bother—convenient fly-front.

Only Bauer & Black make The Bracer. Get yours today and brace up! At department, drug, men's apparel, sporting goods stores, and surgical supply houses.

THE *Bracer*

A BAUER & BLACK PRODUCT

If your dealer cannot supply you with The Bracer, simply fill out and mail the coupon with a check or money order. Price \$2.00 (Canada \$2.75)

BAUER & BLACK, Division of The Kendall Co.
Dept. D-3, 2500 So. Dearborn St., Chicago, Ill.
(In Canada, Station K, Toronto.)

I am enclosing check or money order for \$_____. Please send me _____ Bracers.

My waist measurement is _____

Name _____

Address _____

City _____ State _____

My dealer's name and address is _____



AT THE START OF THE "BENDING RACE," CONTESTANTS SPRINT TOWARD PARALLEL ROWS OF WHITE STAKES, SPACED 18 FT. APART. EACH WEAVES IN AND OUT OF FIVE



TEAMS (THACHER IN DARK SHIRTS, SANTA BARBARA IN WHITE) ROUND END POSTS IN FIGURE-8 RACE. IN THIS RACE, POSTS ARE PLACED 72 FT. APART. BELOW: RIDERS





STAKES IN HIS ROW, RACES BACK TO STARTING POINT



TAKE TURN AT 100-YD. MARK IN 150-YD. STAKE RACE



STEWART SARGEANT OF S.B.S., STEPSON OF RICHARD BARTHELMESS, AIMS LANCE AT RING IN TILT CONTEST

Life goes to a Gymkhana

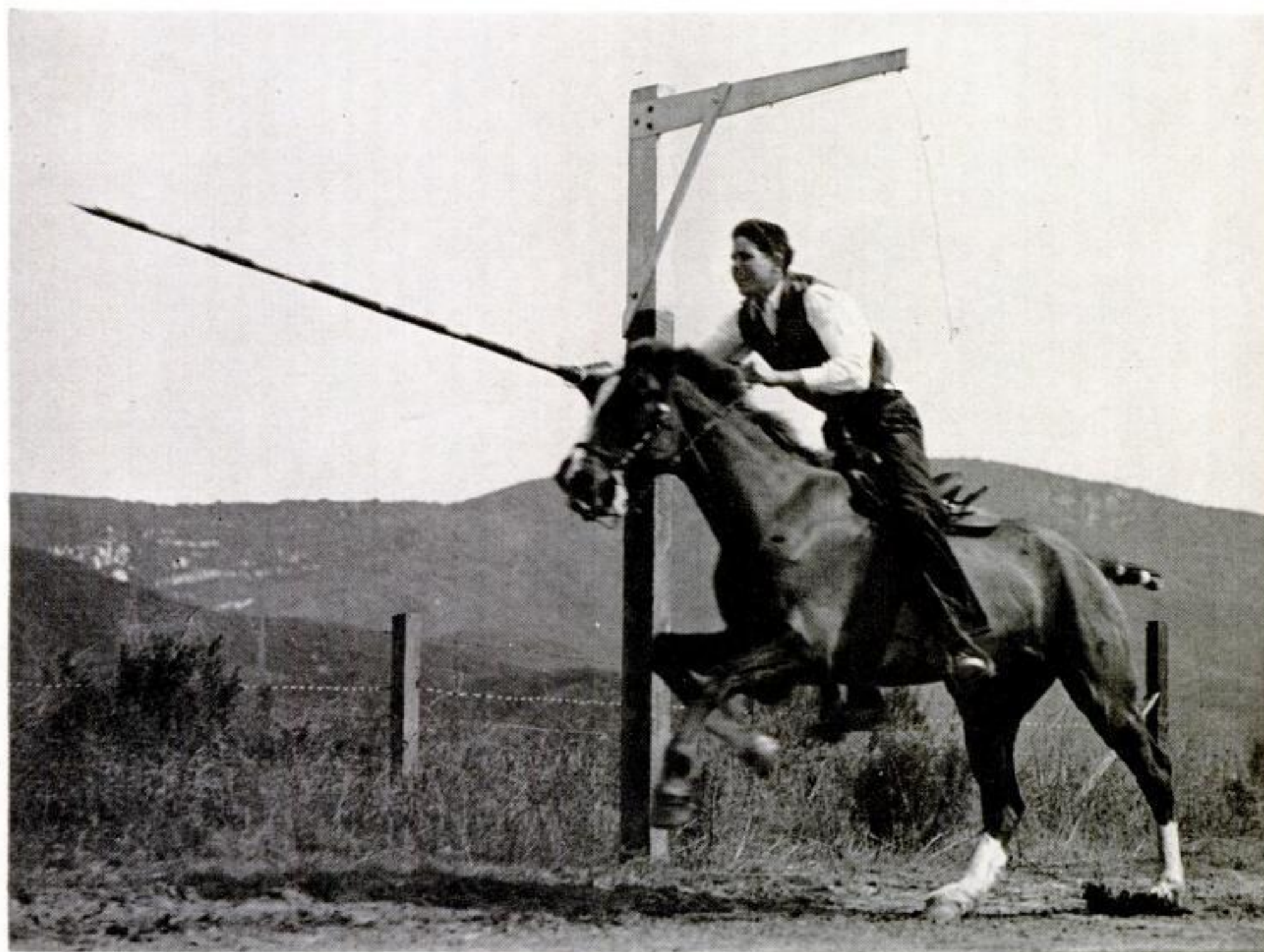
Two famed Western schools meet in annual trick-riding contest

In a rich valley high among California's coastal hills, two famed preparatory schools competed Feb. 24 in their most important athletic contest of the year. To students at Santa Barbara and Thacher Schools, skill in horsemanship means more than success in football, baseball or golf. Every boy who attends either school owns a horse of his own which he tends daily as faithfully as he prepares his lessons for class. Most Thacher and Santa Barbara graduates go East to college. In later years their most vivid scholastic memories involve the horses they rode on camping trips into the Western hills. And school heroes they best remember are those who raced in annual Santa Barbara-Thacher gymkhana.

The name "gymkhana" derives, peculiarly, from the Greek *gymnos* meaning "naked" and the Persian word *khāna* meaning "house." Somehow, it has come

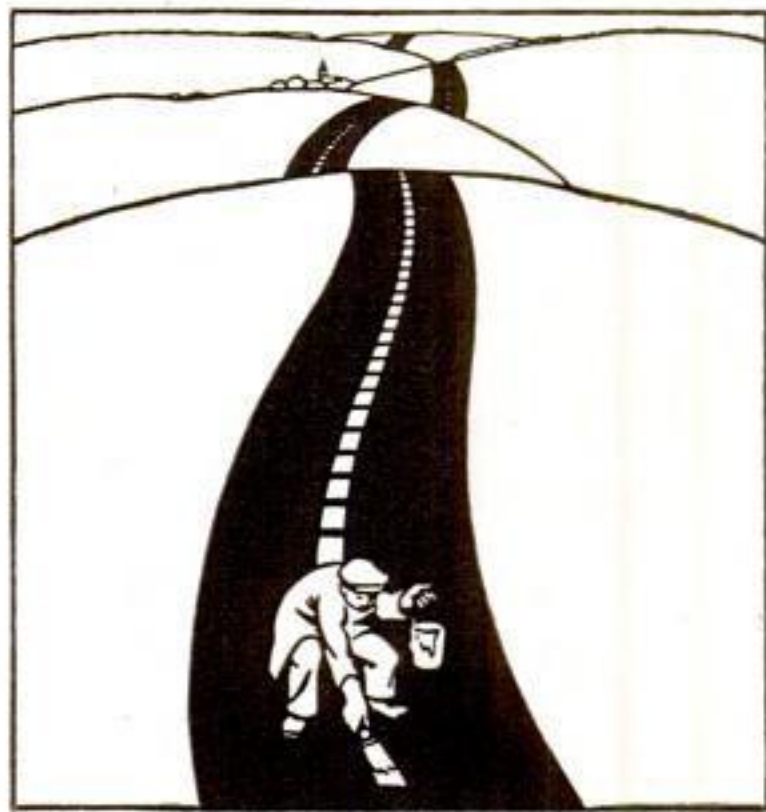
to mean a display of horsemanship—held by adequately clothed contestants, out-of-doors. Highly favored by military men in India (where pigsticking is an occasional sanguinary feature), gymkhanas loom large in the athletics of America's horse-conscious West. Stake and "bending" races require consummate equestrian skill (*left*). Sack and orange races (*see pp. 108-109*) tax to the utmost the strength and endurance of rider and horse.

Between 1929 and 1938, Santa Barbara trounced Thacher year after year. But last fortnight on Santa Barbara's home field at Carpinteria, Thacher's team of veteran riders and well-schooled horses notably outrode Santa Barbara for the second year in a row. When it was over, losers amiably entertained the victors in the Common building and then both schools began thinking about the big gymkhana of 1941.



Thacher spears a ring in the tilting contest. Charging full speed at gallows-like structure, with lance aimed at sus-

pended ring, rider hooked it skilfully through the center, is shown here carrying it away upon the hilt of his lance.



Enjoy GUINNESS when You're Tired

Guinness tastes and looks different from other malt beverages. It is racy, hearty—brisk and nourishing!

Thousands prefer Guinness—it's the largest selling brew in the world!

For 180 years, Guinness has been made in Dublin, Ireland, from only barley, hops, Guinness yeast, spring water. Neither filtered, nor pasteurized, it's unlike other brews. Try it!

Enjoy Guinness... 1. AFTER WORK... 2. BEFORE OR WITH MEALS—particularly oysters, lobsters, steaks... 3. AS A NIGHTCAP.

GUINNESS IS GOOD FOR YOU

W. A. Taylor & Co., N. Y., Sole Dist. U. S. A.
FREE: Story of Guinness. Write Am. Rep., A. Guinness, Son & Co., Ltd., X-232, 501 Fifth Ave., N. Y.
Copr., 1940, A. E. Hobbs GU-232

Fun in the RAIN!

Alligator's University Coacher
Keeps You Dry! Keeps You Happy!



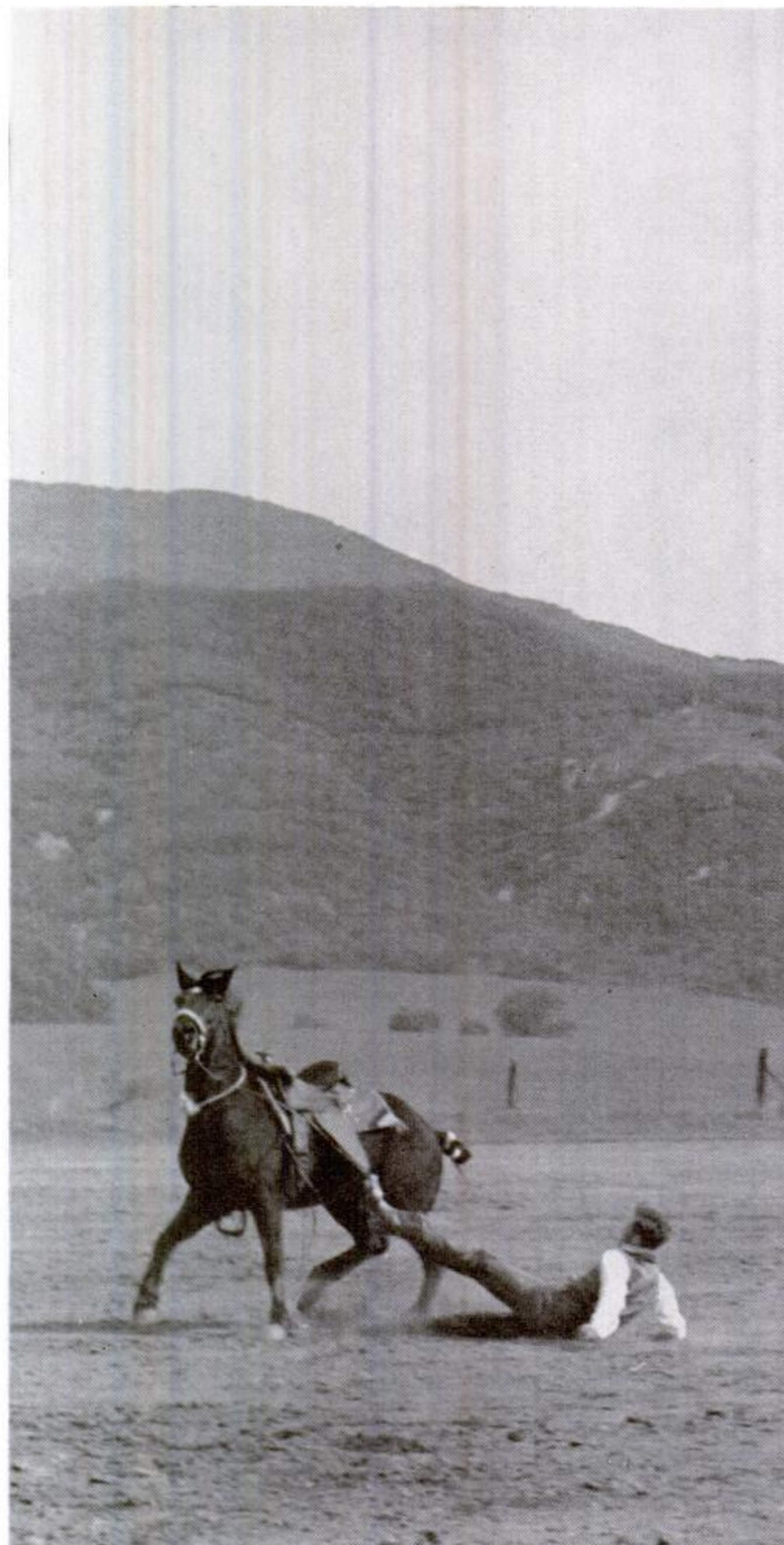
University Coacher
\$7.50
Others
\$5.75 to \$26.50

• There's a sound reason for the amazing popularity of Alligator's University Coacher. At modest price you get striking style... full, sweeping lines, fly front, convertible collar... combined with GENUINE GUARANTEED WATERPROOFING that CAN'T leak! Get yours today.

At Better Dealers Everywhere

THE ALLIGATOR CO. • St. Louis • Los Angeles • New York

ALLIGATOR
RAINCOATS and GALECOATS
because... IT'S SURE TO RAIN!



Contestant takes a tumble during the strenuous orange race. In trying to retrieve an orange from the ground at full gallop, he over-reached, lost his balance and fell.



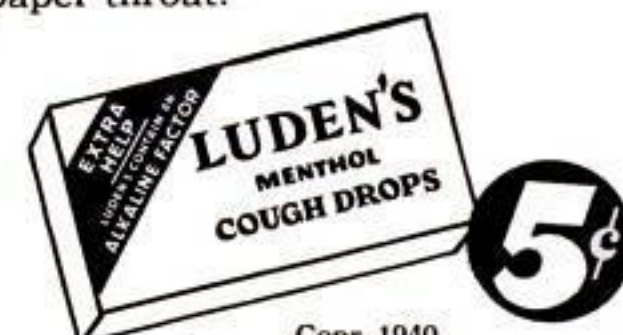
At top speed, rival teams charge down the field in the 100-yd. dash, only straight race of the gymkhana. Looming in the background: California's Santa Ynez range.

SANDPAPER THROAT



Has a cold made it hurt even to talk?

Throat rough and scratchy? Get a box of Luden's. You'll find Luden's special ingredients, with cooling menthol, a great aid in helping soothe that "sandpaper throat!"



Copr. 1940, Luden's Inc.

WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

—And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



The liver should pour out two pints of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food may not digest. You get constipated. You feel sour, sunk and the world looks punk.

It takes those good, old Carter's Little Liver Pills to get these two pints of bile flowing freely to make you feel "up and up." Amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 10¢ and 25¢. Stubbornly refuse anything else.

FISHING DIGEST
Sent Free!

NEW! Fishing facts, fiction, thrills—the year's best articles in digest form. Edited by Cal Johnson, master fisherman. Includes chart of world's record catches. Also information on outboard motors. **Free! Write JOHNSON MOTORS, 2611 Pershing Rd. Waukegan, Ill.**

For WELL-GROOMED NAILS!

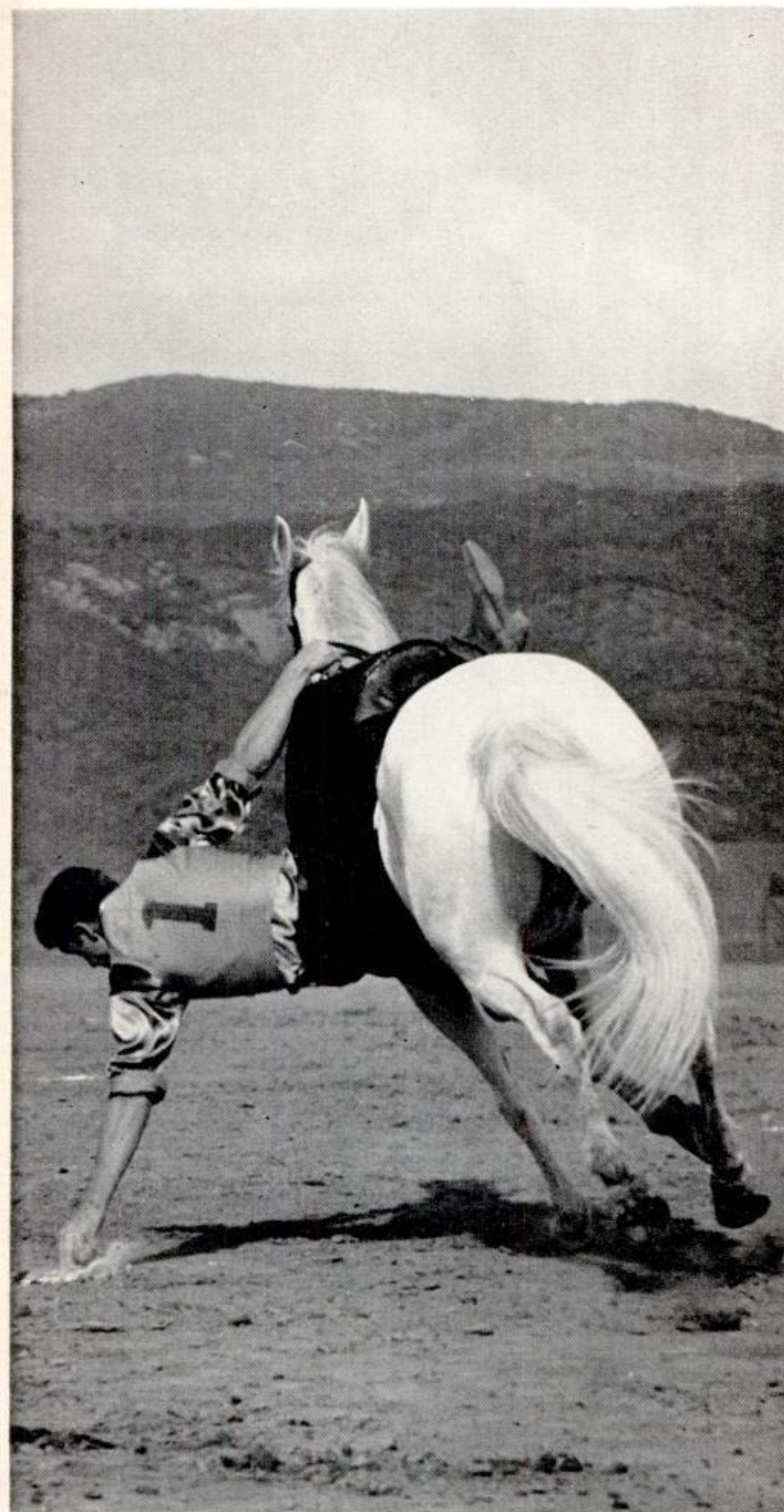
The Wigger File has Triple-Cut Teeth. Stays sharp, does not grate, leaves nails smooth. **Round** Cleaner Point guards skin. At drug, and 10-cent stores.

Wigger quality costs no more
NEWARK, NEW JERSEY
NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

MADE IN U.S.A. 10¢

Guaranteed as advertised in Good Housekeeping.

SKIN IRRITATION ITCHING and BURNING of SKIN IRRITATION Gently cleanse affected parts and quickly relieve fiery torment with **RESINOL** OINTMENT AND SOAP



Thacher Captain Herb Lyttle of Ojai, Calif., leans low from his horse, scoops up an orange. In this race, riders had to recover five oranges, drop them behind starting line.



Thacher team with trophies: Crellin Griffith of Beverly Hills; Robert Thomas of Ray, Ariz.; Capt. Lyttle; Bill Saladé of Medford, Ore.; Elliott Corbett of Portland.

THE GREATEST IMPROVEMENTS IN SAFETY RAZOR DESIGN IN MORE THAN 35 YEARS!

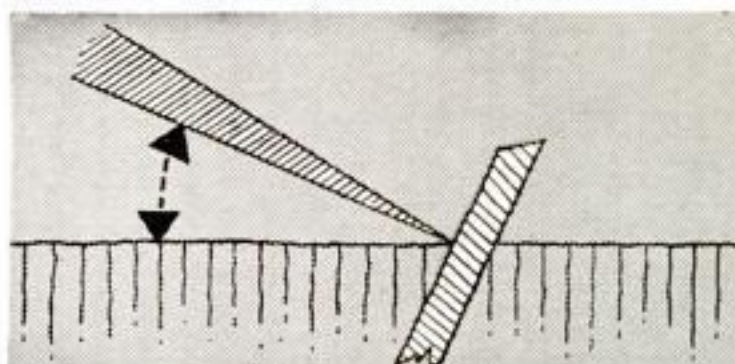
The first successful safety razors in America came on the scene about 1900. *That's 40 years ago.* During this long period, while nearly every other type of product was being improved, few really important advancements were made in razor design until the invention of the Schick magazine-type razor. Gradual and genuine improvements in that product have resulted in the Schick Injector Razor.

On its sheer merit alone, as a truly mod-

ern and improved shaving instrument more than 5,000,000 men have now switched to the Schick Injector Razor. These millions were not satisfied with razors that were invented several years before the airplane and the automobile became practical. Millions more will turn to the Schick Injector as soon as they discover its superior shaving qualities—the COMFORT in the shave it gives. Examine for yourself some of its features described below.



BLADE CORNER GUARDS . . . Among the most important contributions to safer shaving are Schick Injector's corner guards which shield your face against nicks and scratches from sharp blade corners. These blade corner guards also help prevent blade vibration.



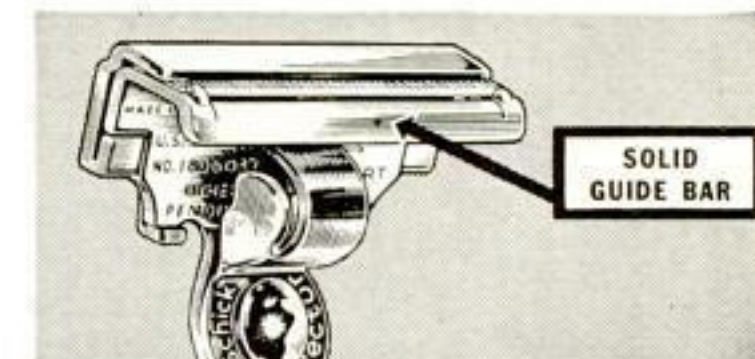
NATURAL SHAVING ANGLE . . . In the Schick Injector, the angle between the blade and face is the smallest of any popular razor. Just right for the average man's whiskers according to a leading research institute!



DOUBLE THICK BLADES . . . Schick Blades are just as long but twice as thick as ordinary blades—3 times thicker than tissue-thin ones. Able to take a really thorough sharpening at the factory! Your face is entitled to the best uniform quality blades you can buy.



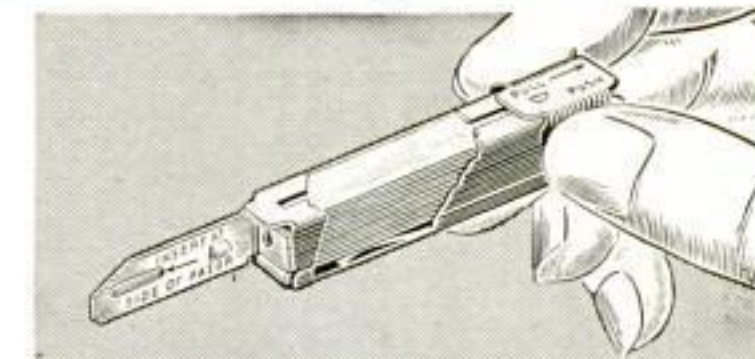
AUTOMATIC BLADE CHANGE . . . A pull and push on Injector shoots out the old blade, slides in a fresh one *instantly*. Nothing to take apart. Nothing to reassemble. Save valuable time every day you shave.



SOLID GUIDE BAR . . . Schick Injector perfected the solid "toothless" guide bar which controls the "action" of the skin in front of blade edge; avoids nicks and scratches by *flattening* the skin for a *level* blade stroke. You can even shave against the grain in comfort!



COMPACT HEAD . . . Schick Injector also brings you the smallest head of any popular razor. Half as deep as ordinary heads, but shaves just as wide an area and gets into those hard-to-shave spots with ease.



OIL-SEALED BLADES . . . Schick Blades are sealed in this metal Injector cartridge in a bath of oil. Their keen edges are actually suspended in space, where nothing can rub or dull them. You buy blades 20 or 12 at a time. No running out of blades every few days.



INSTANT CLEANING . . . Nothing to take apart when you clean this razor. A quick flush under the faucet does the trick. No "teeth" to clog up. No wiping is necessary. Another great time saver!

THE "POPULARITY" KIT \$1.00

Smart, pigskin-grain case contains the unique Schick Injector Razor and Injector cartridge of 12 double-thick Schick Blades. 20-year razor guarantee stamped in bottom of every "Popularity" Kit. Magazine Repeating Razor Company, Bridgeport, Conn. and Niagara Falls, Ont.

Same prices now prevail in Canada

Fast becoming America's most popular razor!

What's this? *Nettletons* at \$9.85



BEDFORD
No. 803. Tan boarded
Norwegian Veal Ox-
ford. Nettleton's own
flexible Sturdyweight
construction... Hand-
rubbed Saddle Finish.

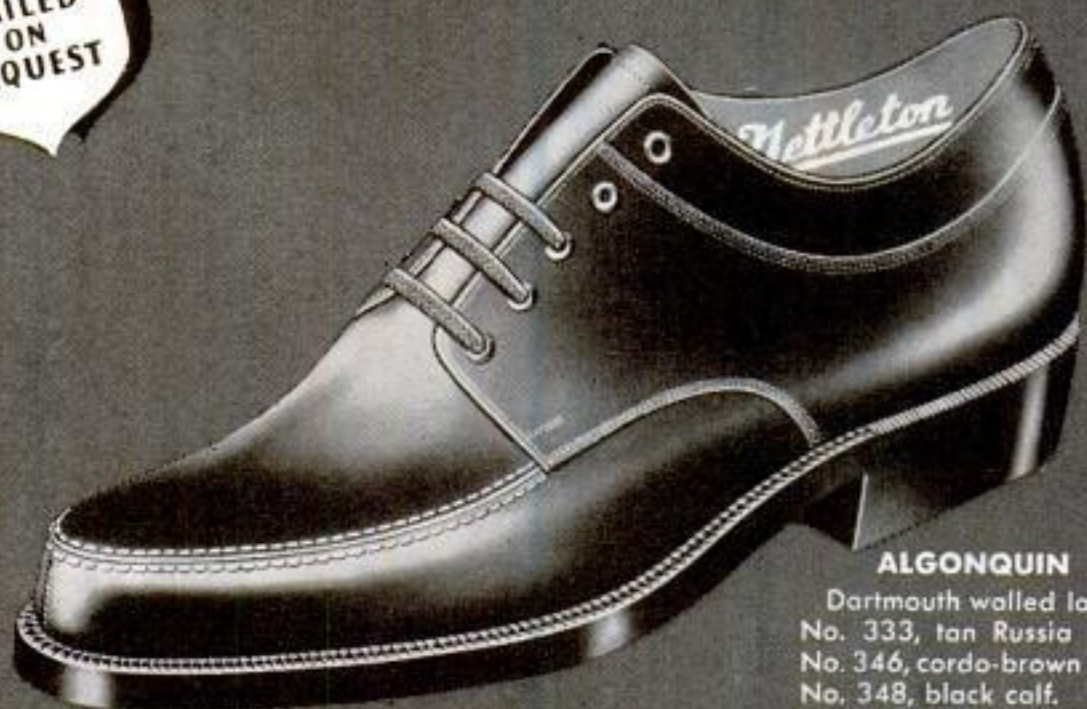
\$9.85

YARMOUTH
Town Oxford. No. 801
brown calf; No. 802
black calf. Detailed
in the custom manner
typical of Nettleton
refinements. \$9.85

NEW SERIES *Young Men's Nettletons* at the price they want to pay

Now... young men... price need no longer stand between you and your enjoyment of Nettleton Shoemaking. In this Special Young Men's Series, Nettleton has created the first group of strictly fine shoes priced to give you change from ten dollars!

STYLE
FOLDER
MAILED
ON
REQUEST



ALGONQUIN
Dartmouth walled last.
No. 333, tan Russia calf;
No. 346, cordo-brown calf;
No. 348, black calf.

\$13.50

THE ONE AND ONLY ALGONQUIN

The original streamlined Nettleton with patented, flexible, hand-sewed forepart is the fastest selling strictly fine shoe in America. Its smart, hand-crafted appearance and unparalleled comfort set it apart from all other shoes. A. E. Nettleton Co., Syracuse, New York.

MEN LIKE TO SAY THEY WEAR THEM

PICTURES TO THE EDITORS

PAWN'S-EYE VIEW

Sirs:

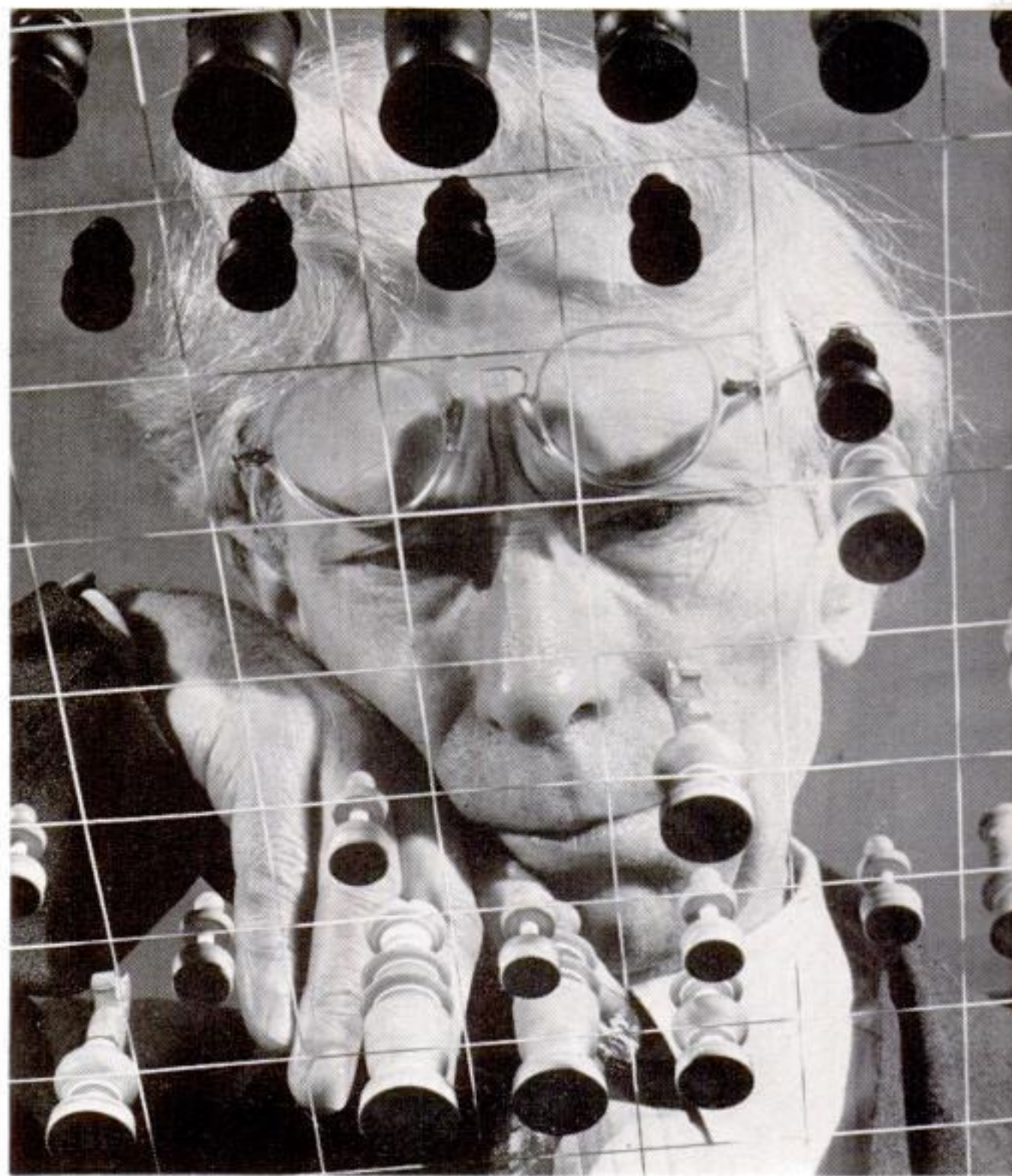
Not newsworthy but pictorially fascinating is this pawn's-eye view of Jim Warnack, wispy-haired church editor of the Los Angeles Times, onetime Judas in Hollywood's famed Pilgrimage Play. You are looking up into his puzzled visage from beneath a glass chessboard.

Photographer Alfred ("Red") Hum-

phries, who took this picture, entitles it "A Study in Study." The glass board is Humphries' own device. The chess pieces are from a \$1.35 knockabout set of Times Telegrapher Fred Hinrichs, who beats editorial-staff members, including myself, with them on slow Saturday nights.

BART SHERIDAN

Los Angeles Times
Los Angeles, Calif.



CAUSE FOR WAR

Sirs:

Frost has killed the Everglades vegetable crop. Grapefruit are dropping from our frostbitten trees. Foliage is brown. Palm fronds litter our streets.

All that we can take.

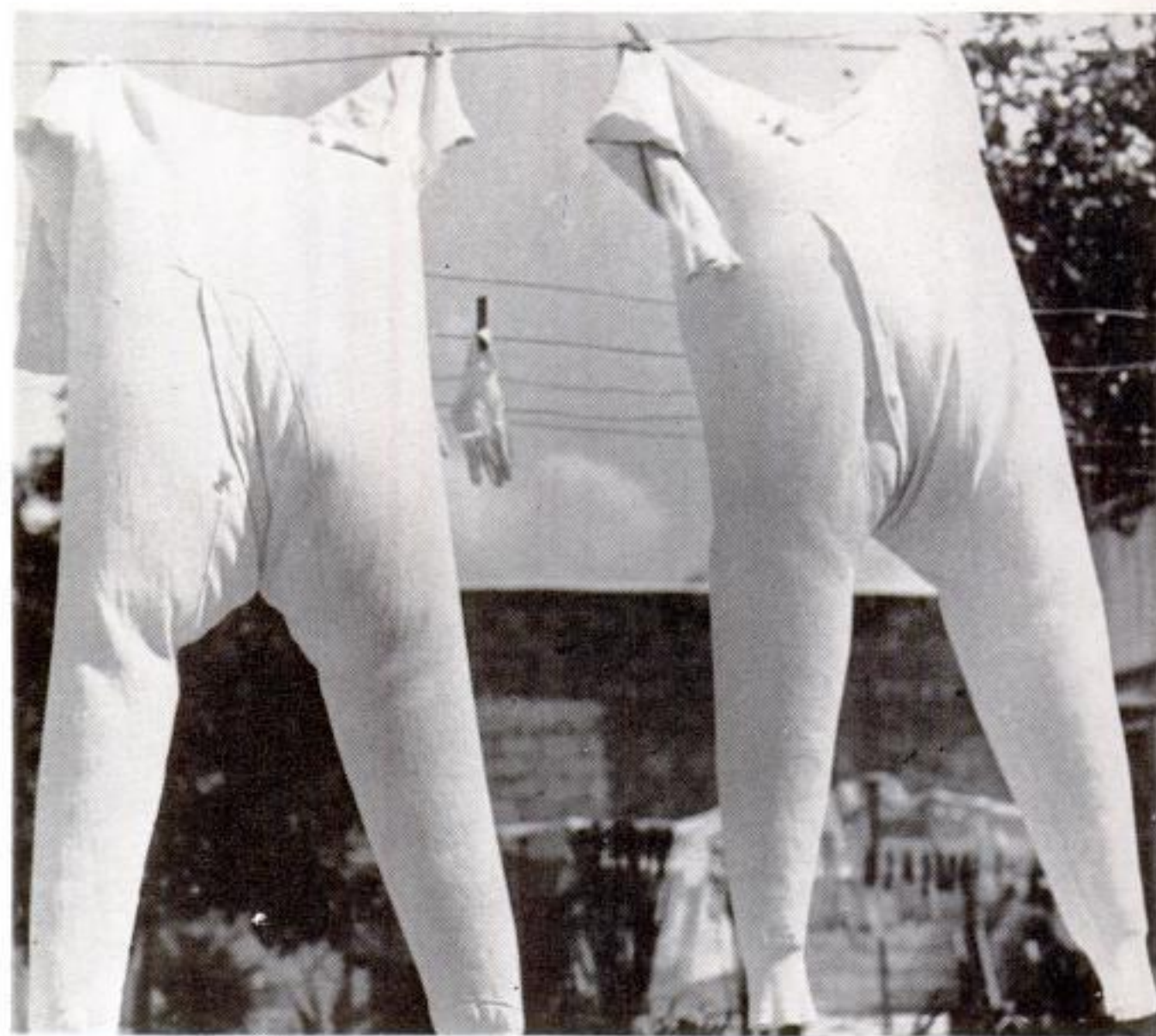
But when the Yankee tourists greet our startled eyes with long winter under-

wear hanging in our tropical backyards, that's too much.

We stood for Sherman's March to the Sea and Reconstruction, but any more of these Yankee insults and we'll secede and invite the Government of Greenland to annex us.

BERNARD KEATING

West Palm Beach, Fla.



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FOR "out-lift" AS WELL AS "up-lift" MAIDEN FORM'S "allegro"



...Gives "Precision Fit" and Perfect Comfort

"Outlift" as well as "uplift" is fashion's latest dictum—and Maiden Form's "Allegro" brassiere combines them both, superbly. You'll like the "precision fit" accomplished by its adjustable back and adjustable shoulder straps. The wide insert of "Tric-O-Lastic" keeps "Allegro" from binding or cutting. Various lengths—\$1.00 to \$2.50.

"Inter-Lude" brassieres give lovely classic roundness to average bosoms—\$1.00 to \$2.00. Send for free Foundation Booklet K: Maiden Form Brassiere Co., Inc., New York, N.Y.

Maiden Form

AT ALL LEADING STORES. LOOK FOR THIS TRADE-MARK ON BRASSIERES.

There is a Maiden Form for Every Type of Figure!



IT'S SUGAR!

IT'S SPICE!

IT'S EVERYTHING NICE!

SUGAR & SPICE

Superba Cravats

\$1.00 Everywhere

No other necktie fabric has this same rough-yet-smooth texture or these soft heathery colors. What's more, it resists wrinkles; knots perfectly; wears like iron. Beautiful solid shades, stripes, plaids; all Superba's alone. Write for dealers name.

SUPERBA CRAVATS

ROCHESTER, NEW YORK

*Reg. U. S. Pat. Off.

SPINNING WINNER

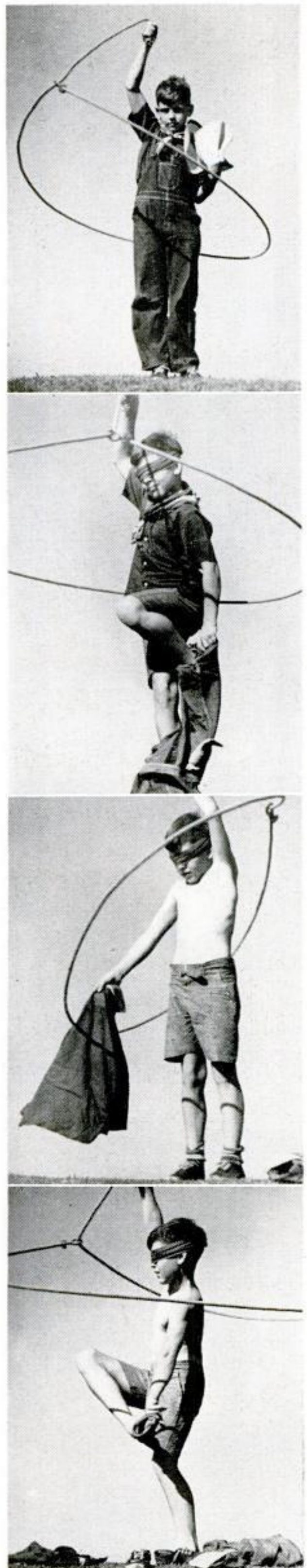
Sirs:

When Omaha schoolchildren, who had been taught rope-spinning and lariat tossing as part of a WPA summer recreation project, participated in a city-wide contest, the winner of the boys' novelty division was Richard Michaelis, 12. In this series of pictures he is seen disrobing while blindfolded, without losing a spin of his lariat in the well-known "wedding ring" figure.

First he spins unblindfolded, then blindfolded proceeds to take off his overalls, shirt and finally his shoes and socks.

RAY MACKLAND

Omaha World-Herald
Omaha, Neb.



Globe-trotter muffs Quiz!



Q. You are Samuel Safari, the famous world-traveler?

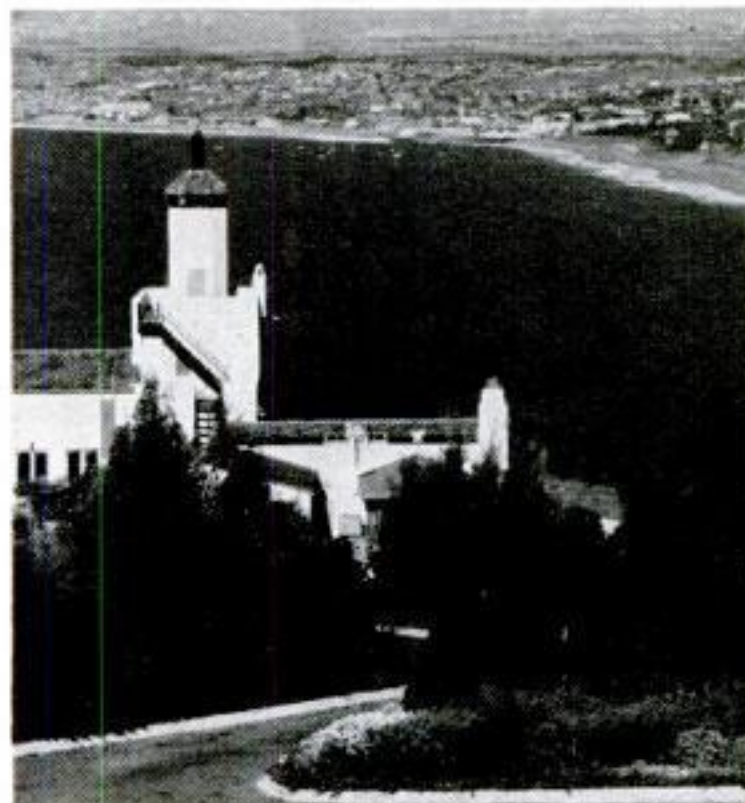
A. I am.

Q. Where would you say these photographs were taken?



This is easy—the Alps.

Wrong. It's Southern California.



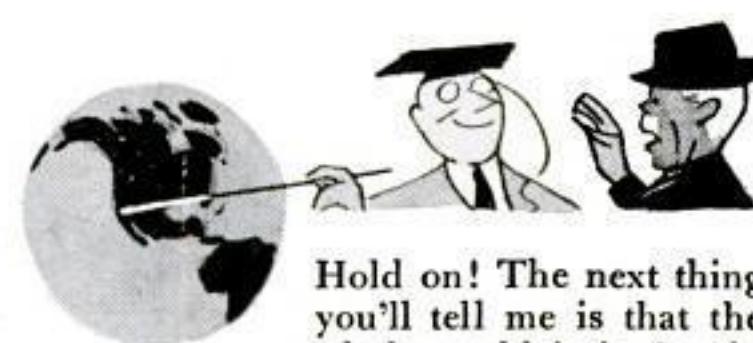
That must be the Riviera.

Wrong again. It's Southern California.



The South Seas?

No indeed. It's Southern California.



Hold on! The next thing you'll tell me is that the whole world is in Southern California.

No indeed! However, the movies find scenery typical of nearly every place on the globe within a few hours of Hollywood.

THANK YOU, PROFESSOR! And we'd like to add that Southern California's contrasting scenery means contrast in everything you do: bask on a soft, white beach, climb tall mountains, see the orange groves, the Missions, the curious industries... Gather with celebrities at Symphonies under the Stars... Regattas, fiestas, broadcasts, premieres... Days are sunny, nights cool... Plan to come this summer.

2 WEEKS IS AMPLE FOR A VACATION IN

Southern California

Faster travel makes it easier than ever to see Southern California in as little as two vacation weeks. Costs here average 22.8% under those of 20 other leading U. S. resorts. Plenty of accommodations in Los Angeles, Beverly Hills, Glendale, Pasadena, Hollywood, Pomona, Long Beach, Santa Monica and other cities in or near Los Angeles County.

When you arrive you're invited to consult our unique free Visitors' Bureau, the All-Year Club's famous hospitality center in downtown Los Angeles, (505 W. Sixth St.). Valuable guidance to vacation fun. 26 services—all FREE.

FREE: AUTOMATIC TRIP PLANNER

Your Southern California trip really plans itself through this new unique book, acclaimed by travel experts as America's most useful resort guide. Answers all your questions about what to see and do, how to get here and time required, weather, what to wear, detailed cost schedules, etc. Lavishly illustrated with photo-



graphs and maps. Based on 18 years' experience in serving visitors; crammed with impartial facts available only through this non-profit community organization. Use this valuable coupon now, and get your free copy by return mail.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

FREE—MAIL COUPON TODAY

All-Year Club of Southern California,
Div. 3-S, 629 So. Hill St., Los Angeles, Calif.

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ Inyo-Mono Area, ☐ San Diego, ☐ Ventura, ☐ Mission Trails, ☐ Central California.

Name

Street

City State

(Please print name and address)

PIONEER WOMEN HAD IT EASY!



The average business woman's job today takes stamina! Competition is keen...the customer always right. Besides working all day, these career girls frequently keep house. Business women are tired. But see what Knox did for 25 who volunteered to drink Knox...and did...for 28 days.

96%
LESS EXHAUSTED



Each figure represents 2 women

At the end of 28 days, 24 of the 25 women completing the test felt they had a new lease on life. They were noticeably less tired...had more energy for work and leisure. Of these, 18 felt decidedly less tired; 6 noticed a moderate decrease in fatigue.

88%
CONTINUE KNOX



Each figure represents 2 women

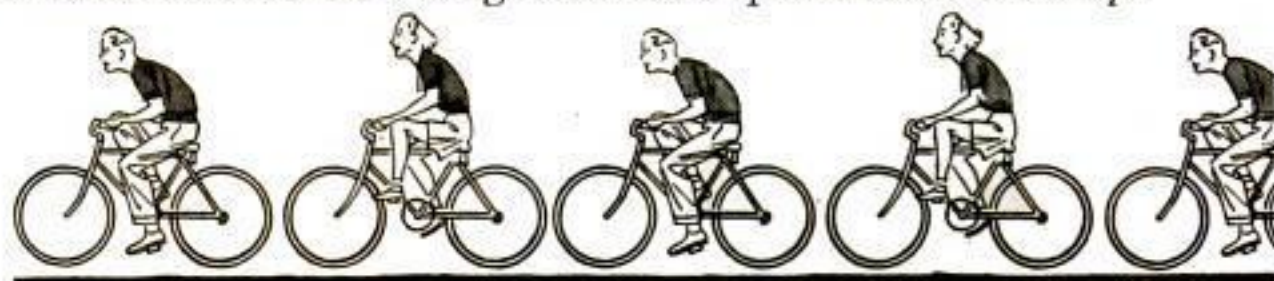
Checking 2 weeks later, 22 women were going to keep on taking Knox because it was so effective in cutting down fatigue. Of these, 10 had stopped temporarily...but were starting again, to hold the extra endurance Knox had given them. Only 3 who completed the test were not going on.

HOLLYWOOD
GIRLS FOR
KNOX, TOO!



In a test group of 9 Hollywood actresses, writers and play readers taking Knox regularly for 28 days, all reported they felt less tired...had surplus endurance to enjoy their leisure. 8 intended to continue taking Knox to keep their endurance up.

DOUBLE
THE ENERGY!



Certified tests in prominent colleges show that Knox Gelatine frequently more than doubles endurance for both men and women. Tests of six special groups of men and women doing work that was particularly tiring (clerks, sales people, delivery men, beauty shop operators, postmen and policemen) showed 4 out of every 5 people found Knox lessens fatigue.

TIRED? Why be tired? And why force yourself with temporary stimulants? The better way is to *build up your endurance*. This is now very simple...thanks to this amazing discovery. Just drink 4 envelopes of Knox Gelatine every day for 2 weeks, then 2 envelopes a day for 2 weeks. After that, drink as required.

The secret is to drink Knox Gelatine *regularly*. Keep a supply in your bathroom. Drink in the morning when you get up, again at night. *And don't forget.*

Cost? Less than a pack of cigarettes a day.

Be sure to drink plain, unflavored Knox Gelatine (U.S.P.) in plain sanitary envelopes. Knox is the only gelatine *proved* to increase endurance. It is bacteriologically controlled and sealed in

sanitary envelopes, protected *until you use them*. Buy the regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write the Knox Gelatine Co. Also send for new Bulletin E. Knox Gelatine, Johnstown, New York, Dept. 71.

HOW TO DRINK Knox

Gelatine for endurance: Empty 1 envelope (1/4 pkg.) Knox Gelatine in glass 3/4 full of water or fruit juice, not iced. Let liquid absorb gelatine. Stir briskly and drink quickly. If it thickens, stir again.



Fight Fatigue! Drink KNOX GELATINE

PICTURES TO THE EDITORS

(continued)

CANDIDATE "TAFT"

Sirs:

This is how the home town pokes fun at Ohio's favorite son, Robert A. Taft, Republican Presidential hopeful.

At the Cincinnati Civic Club's recent Gridiron dinner, Robert E. Coady, Supervisor of Playgrounds for the Cincinnati Recreation Commission, enjoyed a

little horseplay at Taft's expense, based on incidents in the Senator's career. Although he doesn't look very much like the candidate, Coady does manage to produce that well-known aloofness which the Senator's advisers are trying to remove. Unfortunately, Senator Taft could not be present to see himself lampooned.

PHILIP ROETTINGER

Cincinnati Times-Star
Cincinnati, Ohio



CANDIDATE "TAFT" GINGERLY HOLDS A DEAD TURKEY SOMEONE GAVE HIM



HE LOOKS ILL AT EASE WHEN ASKED TO POSE WITH FISH HE DIDN'T CATCH



DRESSED IN INDIAN HEADGEAR THE "BIG CHIEF" PEERS INTO THE FUTURE



YOUR HUSBAND IS GOING TO FALL MADLY IN LOVE

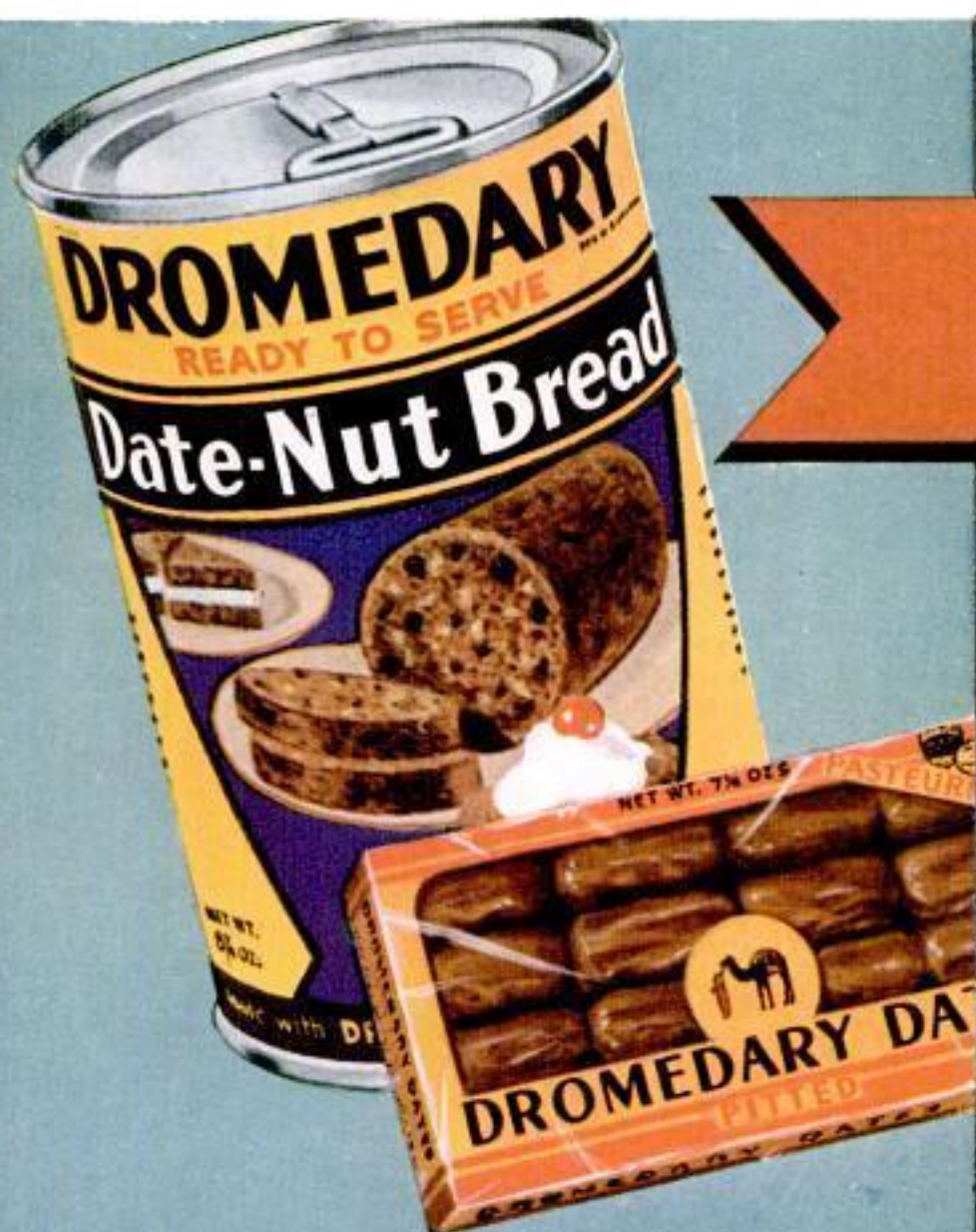


Dromedary Apricot Gingerbread Shortcake. Just add water to Dromedary Gingerbread Mix and bake. Split cake in two layers; then, between and on top, heap whipped cream and apricots. It's as simple as that. Try with bananas, too. Give your family a treat to remember.

As simple as A-B-C. You kiss trouble good-bye when you use Dromedary Gingerbread Mix. Your skill is in the package. All you do is add water and bake. Every ingredient, pure, of highest quality, is *precision-mixed* to the famous 200-year-old private "receipt" of George Washington's mother. No wonder we guarantee you better gingerbread than you can bake or buy or *double your money back*.

Dear Lady YOUR SKILL IS IN THE PACKAGE*

*GUARANTEED BETTER THAN YOU CAN BAKE OR BUY OR
DOUBLE YOUR MONEY BACK



DEEP DOWN INSIDE...IT HITS THE SPOT



Bridge Sandwiches that are different. Dromedary Date-Nut Bread slices very thin, cuts into fancy shapes with ease. For filling, use plain cream cheese; or mix with chopped peanuts; crisp, crumbled bacon; chopped olives; or deviled ham. Cream, stiffly whipped, between thin slices, is marvelous, too. Try it.

Guaranteed the most delicious. Dromedary Date-Nut Bread is loaded with rich walnuts and Dromedary Pasteurized Dates, the famed golden dates of Araby. Packed in vacuum tins, it reaches you fresh, moist, delicious as the hour it was baked. No wonder we guarantee it better than any date-nut bread you can bake or buy or *double your money back*.

"Lunch time is refreshment time"

Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.



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Drink

Coca-Cola

TRADE MARK REG. U. S. PAT. OFF.

Delicious and
Refreshing

THE

PAUSE

5¢

THAT

REFRESHES

At lunch look about you...and you'll see ice-cold Coca-Cola welcomed with food. The clean, tingling taste of ice-cold Coca-Cola has charmed its way into America's lunch time. Try it just once and you'll know why.